



A message from Director of WKU Public Broadcasting, David Brinkley:

WKU Public Broadcasting is committed to ensuring that we are doing everything possible to fulfill our mission and support our listeners and viewers.

With that in mind, and similar to the contingency planning that you are doing at your homes and workplaces, we are refocusing some of our resources in order to super-serve our audiences when they need it most.

With the highest level of care and public concern in mind, we are postponing our Spring Membership drive on WKU Public Radio. We believe that ensuring our programs have the greatest flexibility possible to provide coverage that is timely and responsive to the evolving situation is mission-critical.

Our staff is also practicing guided approaches to modifications in our professional work environment. We have people working remotely, on modified schedules, and others simply working in isolated areas. We don't believe that a public media organization should report recommended crisis behaviors if we aren't practicing those limitations ourselves. Plus, like many of you, I am in a higher risk group. We are taking everything very seriously for ALL staff.

We appreciate the opportunity to serve you. I only ask that you understand that there may be some technical challenges due to restrictions placed on our staff. WKU Public Radio listening can be done online at www.wkyufm.org. WKU PBS Passport can be accessed by members through our television site as well at www.wkyupbs.org. We will maintain all broadcast services and do our best to enhance services where we can. Thank you!

Finally, to our valued members, corporate supporters, and underwriters, we are committed to meeting your needs and are prepared to serve you as we always have. You may always reach out to us via email at: wkyufm@wku.edu and wkyutv@wku.edu

Additional WKU Public Broadcasting resources:

Search "WKU Public Media" on your App Store for mobile devices

Ask your smart speaker to "Play WKU Public Radio" or ask your Amazon Echo speaker "Alexa, play WKU Public Radio from NPR"

Facebook.com/wkupbs
twitter.com/wkupbs
Instagram.com/wkupbs
YouTube.com/user/wkuetv
wkyupbs.org
video.wkyupbs.org

Facebook.com/wkupublicradio
Twitter.com/wkupublicradio
Instagram.com/wkupublicradio
wkyufm.org

Facebook.com/lostriversessions
twitter.com/LR_Sessions
Instagram.com/lostriversessions
YouTube.com/user/wkuetv
LostRiverSessions.org

Facebook.com/GOHSSN
twitter.com/hssndotorg
Instagram.com/hssndotorg
YouTube.com/user/hssndotorg
hssn.org

MISSION:

- Enrich our communities
- Provide distinctive programming and services of the highest quality
- Enhance lives, expand perspectives and connect us to one another

LOCAL VALUE:

- The only university joint licensee in Kentucky
- We proudly serve through our public engagement events, digital video/audio original content, radio news, television broadcast signal, radio broadcast signals, and streaming
- Base of operations is in the heart of WKU's campus in Bowling Green

EXPAND AND REINFORCE IN TIMES OF CRISIS**LEAD:**

- Protect the health of our team members
- Practice policy recommendations as an example to our communities
- Provide useful information and advice for our audiences

SERVE:

- Provide factual and helpful news
- Provide useful information to educate
- Provide entertainment as an escape
- Serve each other with truthful, timely and frequent communication, compassion, teamwork, respect, patience, and good humor

INNOVATE:

- Explore new methods of enhancing or altering service delivery
- Fulfill our work responsibilities in new and flexible ways

UNIFY:

- Reinforce constantly that we value each other as professionals
- Create and sustain a sense of continuity, normalcy, and togetherness
- Provide everyone the opportunity to grow as part of a team during a crisis