

January 17, 2020

2019 WEKU Year in Review

2019 was a banner year for WEKU! The station continued to execute a financial turn-around plan that focuses on reviewing expenses and increasing revenue. But we also made strategic investments in the future of the station.

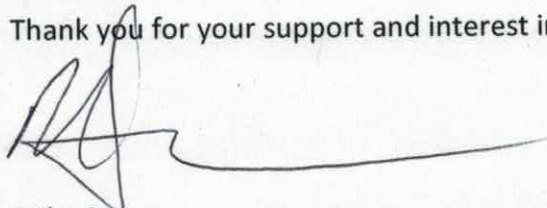
In January, we launched the WEKU Mobile App, offering easy and convenient digital and on-demand listening to news and classical music programming. In February, we installed a new 50,000 watt transmitter at Clays Ferry to provide powerful and reliable signal on 88.9 FM to Lexington and Central Kentucky.

As part of our expense control plan, WEKU ended our long-term and costly lease in December with the owner of WKYL in Lawrenceburg. Fine Arts and Classical music programming continues to be broadcast on the WEKU Classical Channel available online at weku.fm.

In 2019, WEKU completed a five year strategic plan aimed at increasing audience, engagement, membership and local content through the nine stations WEKU operates. We continue to invest in locally produced content including our flagship program Eastern Standard to cover issues important to Central and Eastern Kentucky.

In 2020, WEKU is committed to being the most trusted source of news and information to our communities we serve.

Thank you for your support and interest in WEKU.



Mike Savage

WEKU Director & General Manager