



2020 was an unusual year to say the least. Despite the coronavirus disrupting work schedules and station operations, WEKU had a tremendous year. Individual donations were up, despite canceling our spring membership drive and shortening our June drive following early news of the coronavirus pandemic spreading. Many members told us that the live audio and video coverage of Governor Beshear's Coronavirus updates was very important to them.

As for the station's finances, thanks to an increase in fundraising and a decrease in our overall expenses, WEKU is in very good financial shape. Despite facing potential economic uncertainty in 2021, the station is in a great position.

In 2020, WEKU solidified its broadcast network in May, by replacing the 6000 watt transmitter in Corbin that serves much of Southeast Kentucky. 2020 was also a great year for WEKU's ratings in the Lexington market. The station increased market share and once again was the top rated news station in the market. The share of listeners to WEKU grew about 30% year over year, which highly unusual for a station this size.

WEKU and NPR have been working extra hard this year on coronavirus, economic and election coverage. Many listeners told us that they turned to WEKU for credible, accurate and balanced news. Some even referred to us as a 'lifeline' to the outside world.

2020 saw two new staff joining WEKU. Dashana Rowlette, an EKU grad, took over duties as Membership Coordinator and Corinne Boyer was hired to be the Ohio Valley Resource Health reporter. Both are doing tremendous work for the station and our community.

This year we extended our [partnership](#) with The Lexington Philharmonic Orchestra to air encore broadcasts of recorded performances on 88.9 WEKU and WEKU Classical station online. This agreement is an important part of our commitment to partner with area arts organizations and help them reach their audience during a time when live performances were cancelled because of Covid-19.

2020 also included an increase in online listening. We upgraded our online streaming equipment and our website transitioned from weku.fm to weku.org, which made for easier access to our on-line content, resulting in more listeners and viewers tuning in to our on-line content than ever before.

Our content continues to be recognized, winning four Kentucky AP awards in public affairs and feature categories. And our flagship public affairs magazine, Eastern Standard, was honored by the Kentucky Broadcasters Association for best digital product for the stand alone website for [Eastern Standard](#). As the leader of WEKU, I was honored to be included as one of the 30 Best



Managers in Radio in 2020 presented by trade publication *Radio Ink*. As I told my staff, in order to be a good manager you need a great staff.

As we look ahead to 2021, we plan to grow our news department and increase content, both on-air and online, to allow us to continue to serve the citizens of Central and Eastern Kentucky with unparalleled news, captivating arts, and exceptional stories about the people and places that make our community unique.

Thank you for listening and supporting WEKU!

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Savage", with a long, sweeping horizontal line extending to the right.

Mike Savage

WEKU Director & General Manager