

## **SAS Local Content and Services Report**

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.

Lexington Community Radio endeavors to elevate and amplify underrepresented voices and to provide critical public safety information for our community.

In fall 2017, LCR conducted a listener survey, which indicated our listener base was largely Generation X (40s-50s) and that our listeners wanted more local news and local music included in our broadcasts. In direct response to that survey, we created *RNN-Real Neighborhood News*, a show covering neighborhood-level local news and sports. We also introduced two new shows *Overtones* and *Wick's Picks*, which showcase performances by and interviews with local musicians. LCR was a sponsor of the Lexington Music Awards, a Grammy-style event for local musicians.

We collaborated with the University of Kentucky on *Hooked*, a programming series exploring the wide-ranging impact of the opioid epidemic in our community. Two interns collaborated with station volunteers and community organizations to produce a multi-media series of PSAs, news drops, short-form content, and online content.

To build listener engagement, we created *My Morning Mixtape*, an hour-long show where listeners submit a playlist of tunes that get them moving in the morning that is broadcast live during morning drive time.

On WLXU 95.7 LPFM, our Spanish-language station, we responded to listener requests for more news by incorporating two syndicated programs, *Democracy Now* (Spanish) and *Linea Abierta Radiobilingue*. We also created *Lex Radio*, a Spanish interview hour with local professionals, politicians, and artists.

Two programs, *Safe and Sound* and *Safety First*, exclusively address various aspects of public safety.

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.

Lexington Community Radio serves as the de facto media arm of local non-profits, and several organizations who serve our listeners are represented in our programming. The Bluegrass Community Foundation hosts Do Good Radio, a weekly show featuring the mission and work of local non-profits. The Lexington-Fayette County Health department hosts Healthy Times in English and Spanish. We collaborate with Kentucky Educational Television (KET/PBS) to present Connections with Renee Shaw, a local news and politics program. Fayette County Public School's S.T.E.A.M. Academy is home to Lexington Community Radio, and its students have a radio club, which produces weekly programming during the school year. A representative of the US Post Office hosts a Spanish-language show, Un Correa Para Ti, which educates immigrant and refugee populations on how to navigate the postal system. Educate Yourself for the Future/Educate Para Tu Futura is a program targeted to parents and students on preparing for college.

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.

Lexington Community Radio aims to empower our community and reduce barriers to accessing services and information. Through our relationship with the Fayette County Health Department, we raised awareness and connected listeners to services including flu shots, diabetes management, and training to administer Naloxone in cases of drug overdose. Urban Conversations: The Lounge hosted a conversation between a Transylvania University student and DACA dreamer who had been 'outed' by bullies at her school and the university administration who took several days to respond publicly to the controversy. LCR opened a satellite recording studio in partnership with the Lyric, a historically black theater repurposed as a community center and performance space. The studio is used by the Lyric to record oral histories and audio announcements/narration for the theater, and the space allows LCR to reduce barriers to the airwaves. Similar satellite studios are in the works with Lexington Public Library- Village Branch (a community resource center for Lexington's Hispanic population), and the Lexington Carnegie Center. A partnership with a local branch of the YMCA resulted in several Spanish-speaking families enrolling for services in direct response to Spanish-language PSAs aired by LCR. Bluegrass Bios (among others) is a program that regularly interviews local government officials and aspiring candidates on issues that are important to the communities we serve.

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 2017, and any plans you have made to meet the needs of these

audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Minorities are often under- or mis-represented in mainstream media. Lexington Community Radio focuses on amplifying and elevating those voices. We operate WLXL 'El Pulso Latino' 95.7 LPFM, Lexington's only Spanish-language FM station. The arts & culture programs Art Beat and Arte y Aparte and bi-lingual shows that reach audiences in English and in Spanish. Proudly African is a program targeted to the African immigrant community and is presented in French, Swahili, and several other African languages. The Bluegrass Indo-American Civic Society hosts a weekly show targeted to listeners of Indian heritage. WLXU 93.9 LPFM, our English language station, encourages programming hosted by and targeted to the African-American community as well as a number of shows directly addressing social justice issues including racial and income inequality. LCR also collaborated with JustFundKY, a local regional LGBT organization, to produce a PSA series highlighting prominent LGBT organizations, individuals, and local historical figures.

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?

CPB funding would allow Lexington Community Radio to grow and optimize our volunteer program to better manage and utilize the large number of community members who wish to participate in the life of the station. CPB funding would also allow us to augment our broadcast content with expanded online content, podcasts, and additional on-air specials and mini-series designed to explore important topics in-depth.