

University Relations Committee
Tuesday, March 19, 2013
Suite A, Patterson Office Tower, 18th Floor

Committee Members Present: Jo Curris, Chair; Stephen Bilas, Sheila Brothers, Kelly Holland, Terry Mobley, and John Wilson

Other Board Members Present: Pam May, Barbara Young

Chair Curris called the meeting to order at 9:00am

Roll call and the approval of January minutes followed.

Tom Godell, General Manager, WUKY radio station, spoke to the University Relations Committee updating the committee on the mission, vision and future of the radio station.

WUKY, through non-commercial programming, enlightens, inspires, and entertains its audience with award-winning news coverage, unique musical offerings and community partnerships. WUKY fosters civic development and cultural diversity as it advances the mission of the university.

WUKY is no longer just a radio station; it is a multi-media center that includes a website, streaming, on-demand, mobile apps for iPhone, podcasting, YouTube, Flickr. Over 100,000 visitors viewed the WUKY website in the past 12 months. Mr. Godell noted that the concept of radio has changed radically over the past decade—there is always a new technology.

The station's 70 year history includes:

- Radio production beginning in the 1930's under President McVey as WBKY-AM Beattyville
- In 1941, WBKY became the first university-licensed FM station in the country
- In 1944, station moved to McVey Hall on UK Campus
- 1989, changed call letters to WUKY
- 2007, began HD multicasting
- 2012, launched a phone app

Who listens to WUKY?

- 46,000 people in Lexington, Danville, Berea, Mt Sterling, Cynthiana, and east of Louisville – signal covers an approximate 45 mile radius
- 35-64 age group, upper income, with one or more degrees

NPR news is the core of the station's programming. Other content includes: "award-winning" local news, Rock and Roots music, local productions- including UK Perspectives and Natasha's

concerts, “Mondays with the Mayors”, and current project in the works is a documentary of Frank X Walker.

PR and Marketing Strategies:

The station has no budget for marketing and uses many outlets to create awareness for the station:

- Community involvement with groups such as Commerce Lexington, and the Ky Chamber
- Hourly station IDs mention the University of Kentucky
- Extensive campus news and sports coverage
- UK Perspectives radio show
- Campus collaborations – examples - live jazz performances with Miles Osland, Singletary concert sponsorships, Dr. Greg Davis on Medicine

Budget for the station is approximately \$1.5 million:

34% funding from UK;

27% members;

24% underwriting,

11% Federal grants

Mr. Godell noted that WUKY must raise 2/3rds of their funding to remain on-air.

WUKY will focus on the following as the stations looks to the future:

- Expand local news – to become the prime source of news for a growing community; the ultimate goal for the station is to fund an expanded news service the community.
- New studios/office space – current facility out-dated not suited to 21century broadcasting
- New technology – immediate needs: satellite dish relocation, band-width for streaming and website, improved broadcast coverage
- Diversity – programming to accommodate national and local changing demographics.

At the conclusion of Mr. Godell’s presentation, Chair Curris asked if there were questions from the committee.

The following questions and comments followed:

Q: How many employees does WUKY have?

A: WUKY employees 11 full time staff and 8 part time employees

Q: Could you repeat your total budget figure?

A: Approximately 1.5 million, we are working with Development to uncover other areas of funding—programming is expensive and we are always working hard to find that funding.

Q: Do you still share a tower with Eastern Ky University?

A: Yes, - we are both on the KET tower—1-75 South, that's where our transmitter is

Comment: I listen every morning; it's a nice mix of programming. I especially enjoy the Mayor discussions (to learn what is going on in other communities). Thank you for the station.

Q: If you could ask the Board or anyone else for one item on your list, what would it be?

A: New is our top priority. We have a whole strategic plan just devoted to our news programs—in depth and detail to map for staffing and other needs. I would have to say funding to expand news. The need for news and journalism is great, not just for on-air, but for the website. We have 100,000 visitors tuning in to the website on the year.

Jo Curris concluded the meeting by saying it was a privilege to hear from Mr. Godell, the station provides an in-valuable service to the community; thank you.

Ms. Curris noted for the minutes that she would go to the radio station for a visit.

Motion was made and seconded to adjourn.

Meeting adjourned at 9:30am.