

6. Local Content & Services Report

<p>6.1 Telling Public Radio's Story</p>	
<p>The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2020. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.</p>	<p>Joint licensee Grantees that have filed a 2020 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.</p>
<p>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.</p>	<p>RADIOLEX is an open-format station. Our content is community-created and people-powered. RADIOLEX prioritizes local music and music not represented on other stations in the market. News partnerships with public news bureaus and other local news stations help keep a hyper-local focus. Our show hosts have complete creative freedom to make programming that reflects their interests and their voices. Additionally, RADIOLEX collaborates with various government entities, non-profit organizations, and community groups to create programming that supports our commitment to public safety, wellness, and empowerment. Our volunteers put in countless hours to create compelling content and to promote and attract audiences for their shows. Social media is an important avenue for reaching and engaging new listeners. Our community stretches down the street, around the corner, and across the globe. RADIOLEX broadcasts in the heart of the city and streams via all major mobile app platforms and online at radiolex.us.</p>
<p>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.</p>	<p>Collaboration is at the heart of community radio. During the COVID-19 crisis, RADIOLEX partnered with the Office of the Governor, the City of Lexington, the Lexington Dept. of Emergency Management, and the Lexington Fayette-County Health Department to communicate critical public health and safety information in more than 20 languages. The volunteer translation team were all appointed Kentucky Colonels by the governor at the end of 2020. RADIOLEX has a relationship with the Mexican, El Salvadoran, and Guatemalan consulates. Other partnerships, such as the Migrant Network Coalition, Kentucky Refugee Ministries, CivicLex, and the University of Kentucky's Clinica Amiga, help RADIOLEX provide ground-level community access and information. RADIOLEX also partnered with the US Census to help reach underserved populations. Fayette County had one of the highest response rates nationally. RADIOLEX partners with an array of local non-profits to help amplify their work and raise awareness about important issues. RADIOLEX partners with community organizations to help raise awareness and address the needs of those who are vulnerable and marginalized in our community. Collaborations with Partners for Youth and the Success Academy serve at-risk high school students. Partnerships with JustFundKY help tell the stories of black and Hispanic members of the LGBTQ+ community. Longtime partnerships with State Farm and Toyota Manufacturing have created over 8000 public service announcements about road and driving safety targeted to high-risk drivers. In Jan 2021, RADIOLEX moved into the Greylane Station & Market, home to Julietta Market—an economic incubator for largely minority micro-businesses and entrepreneurs. RADIOLEX has created relationships with market vendors to help raise awareness and tell the stories of their contribution to the community. Additionally, RADIOLEX has recruited volunteer show hosts from among local businesses, student groups, performers, as well as guests visiting the Greylane.</p>
<p>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.</p>	<p>See above. Direct feedback: "With the COVID19 crisis, I tell my clients, listen to RADIOLEX. Go to their website, they've got all the information in Spanish--and a bunch of other languages." -Susy Esquivel, Mi Casa Realty "RADIOLEX helped secure translations to aid international community leaders, LFUCG, and the Governor's Communications Office. Congratulations on an amazing accomplishment! It's been an honor to work with you in these difficult times for our community." -Isabel Gereda Taylor, Global Lex, Office of the Mayor, City of Lexington "Thanks so much for all you all are doing! RADIOLEX has been a godsend. We are facing a huge challenge, but together we can protect all of Team Kentucky." -Kinsey Morrison, Communications Advisor, Office of the Governor "Thank you for drawing us near to one another, encouraging and challenging us to think deeper, feel more and embrace further, and rest, but never give up." -Vicki Stanley, Development Manager, AVOL "I love that RADIOLEX gives young broadcasters a chance like myself. You all are awesome!" -LaShayna Nicole, volunteer DJ</p>
<p>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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>RADIOLEX broadcasts 24/7 in English on WLXU 93.9FM and in Spanish on WLXL 95.7FM. Throughout the COVID-19 pandemic and during the vaccine rollout, RADIOLEX took a leadership role. Our stations and website provided critical safety and public health information in over 20 languages to non-English speakers in our community. (There are more than 185 languages spoken in Lexington.) RADIOLEX's team of volunteer interpreters won recognition from the Governor's office, the Kentucky Colonels, and the Kentucky World Language Association. The station's success in reaching non-English speaking community members led to a commendation from the U.S. Census Bureau. RADIOLEX was also approached to help get out the vote efforts among non-English speakers in the community. In 2021, RADIOLEX has been collaborating with partners to reduce barriers and mistrust related to the COVID-19 vaccine. Additionally, RADIOLEX is working with members of the immigrant and refugee communities to create original programming in the top ten languages spoken in Lexington. By nurturing content developers, RADIOLEX hopes to create more resources for historically marginalized groups in the community. Programming in languages other than English and Spanish air on both WLXU & WLXL.</p>
<p>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?</p>	<p>N/A</p>