



# I M P A C T

SEPTEMBER, 2010

## WEKU-FM Announces Programming Changes

WEKU, the public radio service of Eastern Kentucky University, has announced some programming changes designed to "better reflect the needs and interests of our community."

Effective Aug. 1, the station will add news and talk programming weekdays from 10 a.m. to 3 p.m. and make weekend changes as well. The full schedule is available online at [weku.fm](http://weku.fm).

"This past year has been one of reflection at WEKU," said Station Manager Roger Duvall. "Some of the questions we've considered are 'What are we doing to make a difference in our community?' and 'Are we doing enough to deepen our listeners' understanding of the world?'" As a means of finding some answers, we began a process of defining our place in the region and with our listeners. It has been a remarkable journey which has led us to some important determinations concerning our programming."



In August 2009, WEKU added BBC Newshour and Fresh Air with Terry Gross. "As a result, we have seen a significant increase in listeners and contributions in support of our news and talk format, while contributions and listening to our classical music have continued to decline," Assistant Station Manager and Program Director Keith Neisler said.

Now, incorporating feedback from listener surveys and community meetings, WEKU is reallocating resources to support news and information programming from both national and regional sources. "We are partnering with our colleagues at Louisville's NPR station, WFPL, to bring issues of the Commonwealth to you every day in a meaningful way," Duvall said.

"Our decision to change programming has not been taken lightly," Duvall added. "We hope and trust that our listeners will continue to offer their support and feedback as we look to make WEKU an indispensable listening experience."

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## EKU OSHA Welcomes New Administrator



New EKU OSHA Training Administrator, Will Drake, assumed his duties on July 6. A recent graduate of Embry-Riddle Aeronautical University, Will has over 10 years experience in the U.S. Air Force in the areas of training and safety regulations. CE&O welcomes Will to EKU!