



2021 ANNUAL REPORT



**9,205
LISTENERS**

**125
VOLUNTEERS**

**954 HOURS OF
PROGRAMMING
LISTENED TO BY
PHONE**

**109,666
WORLDWIDE
PODCAST
DOWNLOADS**

**6,311 HOURS OF
PROGRAMMING
LISTENED TO BY
INTERNET**

“Radio Eye broadens your scope and awareness, you learn new things, you feel less inhibited. It allows you to do things you used to do before you got disabled.” ~Jaime, listener since 2016

**NOW SERVING
WESTERN
KENTUCKY!**

We added a fifth broadcast stream in June and began reading Western Kentucky newspapers. Now available by phone and streaming.

Listener Survey

65 listeners completed the 2021 listener survey. The survey was distributed by mail, email, and telephone. Listeners listened to an average of 5 shows.

Favorite Shows on Live Broadcast

1. Lexington Herald Leader - 60%
2. Louisville Courier Journal - 58%
3. Regional Newspapers - 55%
4. Tie between New York Times and Sports News - 33%

Most Listened to Podcasts

1. National Geographic
2. Book Series
3. Louisville Business First
4. Louisville Courier Journal
5. Grocery Show

New Programs: Bowling Green Daily News, Murray Ledger and Times, Elizabethtown's The News Enterprise, The Paducah Sun, Madisonville's The Messenger, and Henderson's The Gleaner

“Radio Eye has become an information source for me and a livelihood. It is informative and impacts my life by keeping me abreast of news and my surroundings. I was given a radio from the office of Radio Eye, which I listen to on a daily basis.” ~Amos, listener since 2018

How Listening to Radio Eye Affects Their Lives

Isolation/Community Connection

- 48% said their disability made them feel isolated. Of that, 83% said Radio Eye helped them feel less isolated.
- 74% talked with family or friends about Radio Eye programming.
- 16% attended an in-person or virtual event (up from 11% in 2020).
- 82% feel happier with Radio Eye in their lives.

Informed on Local, State, and National Events

- 84% felt informed about politicians and political candidates.
- 87% felt informed about local news and issues.
- 73% felt informed about local services.

Health Issues

- 14% talked with their health care provider about Radio Eye health programming (up from 5% in 2020).
- 71% know more about health issues affecting them or their community.

Cities with Most Podcast Listeners

1. Louisville
2. Lexington
3. Bowling Green

LISTENERS BY REGION

Central Kentucky: 3,338
Greater Louisville Area: 3,568
Eastern Kentucky: 928
Morehead: 79
Western Kentucky: 28
Unknown: 1,264

Listeners by Broadcast Type

- Radio Eye provided device: 326
- Hospital and other organizations: 6,204*
- NFB-Newsline: 2,222*
- Podcast: 286* (1)
- Website: 146* (1)
- Toll-free number: 21* (2)

* Does not include listeners who listen via a Radio Eye provided device.

(1) Average listeners per month in KY

(2) Average number of unique phone numbers calling in each month.

Lexington

1733 Russell Cave Road
Lexington, KY 40505
800-238-5193 ext. 0 or
859-422-6390
info@radioeye.org

Louisville

1906 Goldsmith Lane, Family
Library of VIPs, Louisville, KY 40218
502-509-5184
louisville@radioeye.org

Eastern Kentucky

606-233-1330
sharon.cornett@radioeye.org

Social Media

Facebook: [Radio Eye](#)
Twitter: @RadioEyeKY
Instagram: @radioeyellexington
Newsletter: eepurl.com/d6JF9

Officers and Board of Directors

David Hafley – Chair, The Thrasher Group
John Copeland – Treasurer, Blue and Co., LLC
Alice Dehner – Secretary, Community Volunteer
Mike Barnard – Montgomery County Schools
Chris Clements – Retired Senior Volunteer Program (RSVP)
D. Robert Deal – JRA Architects
Melanie Kilpatrick – Rajkovich, Williams, Kilpatrick & True
Laura H. Mitchell, O.D. – Simpson Optical
Rick Roderick – Community Volunteer
Ron Wetzel - Republic Bank

Thank You to Our Supporters

We would like to thank the following people and organizations for their support this past year: Alex G. Campbell Foundation, Anonymous Donor x3, Appalachian Community Fund, William B. Rogers Beasley, Darryl and Mary Bennett, Bill Bowden, Ron and Susan Byars, Margaret and Philip Chase, Jessica Combs, John and Tammy Copeland, Rob and Tracy Deal, Alice and Gary Dehner, E. C. Matthews Co., Inc., E.O. Robinson Mountain Fund, Fred B. and Opal S. Woosley Foundation, George S. Weeks, Eugene Gholz and Rose Kelanic, Patricia and J. Dale Golden, David Hafley and Janet Shedd, Larry and Sue Hurt, Kentucky School for the Blind Charitable Foundation, Melanie Kilpatrick, Nelson and Mary Jo Lamkin, Lexington Lions Club, LFUCG Community Development Block Grant, LFUCG Small Business Economic Recovery Program, Linda Neville, Louisville Downtown Lions Club, Craig Martin, Shelly and Dick Meyer and Family, Carol Morgan, Ron and Jennifer Mossotti, William Offutt, IV, MD, Katherine and James Park, Dennis Pearce, Beth Prewitt, Ann Mary Quarandillo, Jenny Robertson, Fon & Mac Rogers, II, Patsy and Jerry Rose, Deano and Maquel Sarantakos, Dr. John H. Saunders, Second Presbyterian Church, St. John Missionary Baptist Church, The Carl Family Foundation, The Cralle Foundation, Inc., The Rotary Club of Lexington, Thrivent Financial for Lutherans, Julie Thro, Toyota Motor Manufacturing/KY, Walmart #694, Wood and Marie C. Hannah Foundation, and the Lexington Herald-Leader and dozens of other publishers who donate their publications.

FUNDING

Revenue: \$367,282

Donations from Corporations and Foundations: 37%
Reserve Fund/Endowment Income: 26%
Donations from Individuals: 23%
Government Funding: 14%*
In-Kind Donations: \$169,190 – from volunteers, community partners, and other supporters

Expenses: \$253,562*

Payroll Expenses & Benefits: 70%
Supplies, Postage, and Printing: 10%
Professional Services: 5%
Equipment: 4%
Dues and Subscriptions: 3%
Advertising: 3%
Insurance: 2%
Travel and Training: 2%
Miscellaneous: 1%

In Reserve Fund at Year End: \$737,695

Endowment at Blue Grass Community Foundation: \$13,834

***Radio Eye received \$32,700 in PPP money. Expenses were lowered, due to the pandemic causing us to operate remotely for the first 4 months of the year.**

A Special Thanks to Our Community Partners!

