Radio Eye 2021 Annual Report

Image description: Older white man wearing headphones with a mic sits at a wooden table and smiles at the Camera

Number of Listeners: 9,205

Number of Volunteers: 125

954 hours of programming listened to by phone

109,666 worldwide podcast downloads

6,311 hours of programming listened to by internet

Quote from listener: “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 Results: 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%; and (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; and (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

Listener quote: “Radio Eye has become an information source for me and a livelihood. It is informative and impacts my life my 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 (3 ways)

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, and (3) Bowling Green

Listeners by region: Central Kentucky: 3,338; Greater Louisville Area: 3,568; Eastern Kentucky: 928; Morehead: 79; Western Kentucky: 28; and 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); and 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.

Contact Information:

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Social Media Facebook: Radio Eye Twitter: @RadioEyeKY

Instagram: @radioeyelexington 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; and 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: total $367, 282. Donations from Corporations and Foundations: 37%; Reserve Fund/Endowment Income: 26%; Donations from Individuals: 23%; Government Funding: 14%\*; and In-Kind Donations: $169,190 – from volunteers, community partners, and other supporters

Expenses: total $253,563. 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%; and 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! VIPS, Louisville Public Media, WUKY, WEKU, Morehead State Public Radio, and Lexington Public Library