2020 ANNUAL REPORT

**9,777**

**LISTENERS**

**1 NEW WAY TO LISTEN**

Now listeners can tune in to their favorite Radio Eye podcasts by enabling the Radio Eye Podcast Player skill on their Amazon Echo and saying, "Alexa, open Radio Eye podcast player."

**139,959**

**WORLDWIDE PODCAST**

**DOWNLOADS**

# 148

**VOLUNTEERS**

Volunteers gave 4,744 hours of their time, recording Radio Eye programming in their homes and businesses



**COVID-19 CHANGES**

Last day for in-studio reading was March 13, 2020

Remote reading by volunteers and staff began March 15, 2020

Reopen date for Lexington studio: June 7, 2021

Reopen date for Louisville studio: TBD

**Listener Survey**

This year, we conducted a survey of 61 listeners. Listeners listened to an average of 7 programs.

**Favorite Shows on Live Broadcast**

1. Lexington Herald Leader - 61%
2. Louisville Courier Journal - 49%
3. Regional Newspapers - 43%
4. New York Times, English - 37%
5. Book Series - 29%
6. Tie between: Grocery Show, Hope & Inspiration/Breathe, and Sports News - 18%
7. Health Corner - 16%
8. Tie between: Frankfort State-Journal, Lexington Business News, Magazine Rack, and Sound Prints - 14%

**"Radio Eye keeps me updated on the news. It's a good source for news and all civil events." Listener Charleston**

# "Radio Eye has been worth its weight in gold these last six months," listener Patricia, said in September 2020

##### Most Popular Podcasts

* 1. New York Times, English
  2. National Geographic Magazine
  3. KY Spanish News
  4. KY Spanish Stories
  5. Smithsonian Magazine
  6. Louisville Courier Journal
  7. Book Series books
  8. Lexington Herald Leader
  9. AARP Magazine
  10. People Magazine

**How Listening to Radio Eye Affects Their Lives**

87% feel less isolated\*

88% feel happier since starting to listen to the programming 85% feel more informed about political candidates

69% talked with their family and friends about something they heard on Radio Eye

58% know more about health issues affecting them or their community 61% know more about health issues affecting their community

11% attended an event they only heard about through Radio Eye (in person or virtual)

5% have talked to their doctor about something they heard on Radio Eye health programs

**\* of the 61% who said their disability made them feel isolated**

**LISTENERS BY REGION**

### 1,217 HOURS OF PROGRAMMING

Central Kentucky: 3,676

Greater Louisville Area: 3,280 Eastern Kentucky: 912

Morehead: 80

Western Kentucky: 14

Unknown: 1,610

### LISTENED TO BY PHONE

**Listeners by Broadcast Type** Radio Eye provided device: 394 Hospital and other organizations:

6,150\*

NFB-Newsline: 2,158\* TV: 444\*

Podcast: 498\* (1)

Website: 124\* (2)

Toll-free number: 9\* (3)

**Total: 9,777**

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

1. Average listeners per month, assuming each listener listens to 7 programs.
2. Average listeners per month in Kentucky, based on IP address
3. Average number of unique phone numbers calling in each month.

**Lexington**

1733 Russell Cave Road Lexington, KY 40505

800-238-5193 ext. 1010 or 502-565-

1914

[info@radioeye.org](mailto:info@radioeye.org)

#### Louisville

1906 Goldsmith Lane, Family Library of VIPS, Louisville, KY 40218

502-509-5184

[louisville@radioeye.org](mailto:louisville@radioeye.org)

#### Eastern Kentucky

606-233-1330

[sharon.cornett@radioeye.org](mailto:sharon.cornett@radioeye.org)

**Social Media** Facebook: [Radio Eye](https://www.facebook.com/RadioEye/) Twitter: @[RadioEyeKY](https://twitter.com/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 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 Philip Rose – Community Volunteer Kyle Wicker – 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 x6, Appalachian Community Fund, Beulah S. May Charitable Endowment, BLUEgrass Runners, Dr. Leslie Branch, MD & Mrs. Barbara Bennett, CRNA, Ron and Susan Byars, Community Foundation of Louisville, Rob Deal, Gary and Alice Dehner, Delta Dental of Kentucky Making Smiles Happen Fund, Melinda Evans, Fred B. and Opal S. Woosley Foundation, Eugene Gholz and Rose Kelanic, Good Samaritan Foundation, Group Six, Inc., David Hafley and Janet Shedd, Muzzy Hemken, Larry and Sue Hurt, Jerome S. & Grace H. Murray Foundation, JRA, Architects, Kentucky School for the Blind Charitable Foundation, Nelson and Mary Jo Lamkin, Lexington Lions Club, Lexington Medical Society Foundation, Inc., LFUCG Community Development Block Grant, Linda Neville, Link-Belt Construction Equipment, Louisville Downtown Lions Club, Morning Pointe of Lexington, Dennis Pearce, PNC, Fon & Mac Rogers, II, Philip Rose, Dave Russell, Deano and Shandra Sarantakos, Second Presbyterian Church, Darryl Stith and Samye Miller, The Carl Family Foundation, The Cralle Foundation, Inc., The Gilbert Foundation, The Rotary Club of Lexington, Julie Thro, Jewel Vanderhoef, Walmart #4414, and the Lexington Herald-Leader and dozens of other publishers who donate their publications.

# FUNDING

## Revenue: $293,798 Expenses: $234,243

Donations from Corporations and

Foundations: 41%

Reserve Fund/Endowment Income: 23% Donations from Individuals: 21% Government Funding: 14%

Sponsorships: 1%

In-Kind Donations: $115,100 – from volunteers, community partners, and other supporters

Payroll Expenses & Benefits: 71%

Equipment: 7%

Supplies, Postage, and Printing: 6% Professional Services: 6% Travel and Training: 3%

Miscellaneous: 3% Dues and Subscriptions: 2%

Insurance: 2%



**In Reserve Fund at Year End: $644,731 Endowment at Blue Grass Community Foundation: $11,335**

## A Special Thanks to Our Community Partners!