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."

9,777 LISTENERS

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

“The first thing I do in the morning is get my coffee and listen to Radio Eye.”
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%
5. Book Series - 29%
6. Tie between: Grocery Show, Hope & Inspiration/Breathe, and Sports News - 18%
7. Health Corner - 16%

"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

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

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

Central Kentucky: 3,676
Greater Louisville Area: 3,280
Eastern Kentucky: 912

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

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

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: @radioeyelexington
Newsletter: eepurl.com/d6JF9
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

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

Expenses: $234,243

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!