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## Presidential



### Mission Statement

The Bylaws of the Western Kentucky University Board of Regents provide that “the President is the chief executive and academic officer of the University and has direct charge of and is responsible to the Board for the operation of the University.” The President is held responsible by the Board of Regents for planning and administering all programs and budgets for WKU. Administrative and planning responsibility for budgetary units is delegated by the President to members of the President’s Cabinet and by members of the President’s Cabinet to the deans, directors, and department heads.

### Organizational and Program Information

The President’s Office staff is responsible for the day-to-day operations and performance of tasks related to and in support of the Board of Regents and the President. The President’s division includes Board of Regents, President’s Office, Communications & Marketing, Public Broadcasting, the President’s Home, Government & Community Relations, and General Counsel.

The Office of the General Counsel (OGC) is responsible for all matters pertaining to the University’s legal affairs and provides advice and counsel to the Board of Regents, to the President, and to other officers and employees on all legal matters affecting the University.

The Office of Government and Community Relations serves as the University’s primary advocate for the public interests of WKU and higher education in Kentucky and seeks to build goodwill at all levels of government and among the communities in our service region. The office serves as WKU’s liaison to local, state, and federal governments, maintaining a presence in Frankfort, KY, in Washington, DC, and

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throughout the University's service region, with a primary goal of achieving stable, predictable, and adequate funding.

The Division of Communications & Marketing serves the University community by providing honest, timely and useful information to all internal and external stakeholders. Communications & Marketing remains committed to building positive relationships on behalf of the University among the communities within its reach by providing to media, to the WKU. Community, and to the general public overarching University messaging that ensures a consistent and compelling institutional narrative.

WKU Public Broadcasting delivers public service broadcasting to the community, provides professional training to students, and creates and distributes media content that serves WKU, the citizens of the Commonwealth, and a national audience. This unit is responsible for the operation of WKU Public Radio, WKU-PBS, The Hilltopper Sports Satellite Network.

### *Goals and Anticipated Program Activities*

Communications & Marketing will continue developing and deploying internally and externally focused messaging that demonstrates WKU's unparalleled approach to student-centered, applied learning with the goal of preserving and strengthening the WKU brand. Among the wide-ranging functions of the Division, staff in Communications & Marketing: partner with departments and units to create communication plans; manage paid advertising campaigns; develop and audit websites on the wku.edu domain; distribute content via traditional and social media channels to express WKU's brand pillars and promise; develop and execute crisis communication plans; plan and coordinate campus and community events; and prepare internal communications that advance WKU's strategic objectives.

Government & Community relations will continue advocating for the University in Frankfort, KY, in Washington, DC, and throughout the University's service region, with a primary goal of achieving stable, predictable, and adequate funding and strengthening the ties with the communities and constituencies served.

The Office of General Counsel will continue providing advice and counsel to university administration and the Board of Regents to advance WKU's legal interests.

WKU Public Radio serves a population of 1.3 million people, providing high-quality news and information services to more than 60% of Kentucky as well as southern Indiana and northern Tennessee. Through four stations, WKU Public Radio presents news, information, cultural and entertainment programs, with a particular focus on issues of importance and interest to our region. Also, through the Kentucky Public Radio Network, reach extends to an audience of nine million. WKU is the largest geographical affiliate of NPR in Kentucky.

WKU-PBS, WKU's public television station, broadcasts informative, educational, and culturally diverse television programs in a high quality, non-commercial broadcast format. WKU-PBS provides

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multicasts and streaming to a population of over 500,000 citizens of Kentucky and Tennessee and is carried on cable systems throughout south-central Kentucky and northern Tennessee. Our music series, Lost River Sessions, currently reaches an audience of 143,000,000 people in 36 states. The latest documentary release, By Parties Unknown, will reach 246,000,000 people through national distribution in February of 2023.