



Kentucky Public Radio, Inc.  
d/b/a Louisville Public Media

**2015 Annual Report**  
July 1, 2014 – June 30, 2015

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# ABOUT

**Louisville Public Media** (LPM) is a not-for-profit corporation serving our community with three distinct public radio stations and an investigative unit: Classical 90.5 **WUOL** is our city's only classical music radio station; 91.9 **WFPK** showcases independent, alternative music and an array of musical genres; **WFPL 89.3 FM** provides local, national and international news, public affairs and cultural programming; and **WFPL's Kentucky Center for Investigative Reporting** shines the light of accountability on the people and institutions in power.

LPM broadcasts 24/7 and provides a full spectrum of **digital offerings** and serves as a community convener for public affairs, civil discourse, and culture. It presents public panels and free public concerts, and leverages community resources through partnerships and media sponsorships.

Louisville Public Media is intent on **filling the alarming void in local and regional accountability journalism** and cultural programming. It endeavors to give the people of Louisville and its neighboring counties the education, information and cultural enrichment needed to boost their quality of life and motivate them to become active, participatory citizens.

The **local community provides over 90% of the funding** for Louisville Public Media with support from both individuals and businesses.

Louisville Public Media is a member of the Kentucky Public Radio Network (a collaboration of five public radio stations across the state), providing state-wide leadership and content to a combined audience of nearly 450,000.



**Louisville's NPR News Station** is the trusted source for independent, fact-based news. We offer 24/7 local, national and international news, culture, and public affairs. As other media outlets narrow their scope and reduce local coverage, we are working to expand the breadth of local news and give voice to multiple perspectives. We know that local news informs, engages, and draws a community together. WFPL's Kentucky Center for Investigative Reporting (KyCIR) strives to protect society's most vulnerable citizens through journalism that exposes wrongdoing in the public and private sectors and to increase transparency in these areas, holding public officials accountable. Take part in the conversation online and on-air.

## 2015 HIGHLIGHTS:

- The second installment of the Next Louisville series launched, focusing on Community Health. Ja'Nel Johnson was hired as WFPL's first full time health reporter. The Next Louisville: Community Health, a collaboration between 89.3 WFPL News, Foundation for a Healthy Kentucky, and the Community Foundation of Louisville was a year-long journalism project created to inform, engage and inspire conversation about our city's most pressing health issues.
- Veteran radio reporter and host Ryland Barton has been hired as Kentucky Public Radio Network's (KPRN) new State Capitol Bureau Chief.
- 89.3 WFPL News and Bellarmine University presented NPR® Morning Edition contributor Cokie Roberts at Bellarmine University to a standing-room only crowd on March 3rd.

- Tara Anderson was hired as WFPL News' Arts and Culture Correspondent. In this role, Anderson covers a wide swath of the city's arts and cultural community, chronicling everything from the visual arts to the opera, theatre and local artisans.
- WFPL held a public forum on Kentucky's growing heroin crisis. Panelists included: WFPL Health Reporter Ja'Nel Johnson, State Capitol Bureau Chief Ryland Barton, Karyn Hascal, President of The Healing Place, Jennifer Hancock, Volunteers of America of Kentucky President, and Mark Bolton, Director of the Louisville Metro Department of Corrections, which houses the region's largest detox facility.
- WFPL, as part of the Next Louisville project, hosted a community conversation and interview with Dan Gorenstein. Gorenstein is the senior health reporter for American Public Media's Marketplace—the nation's mostly widely heard business news program with more than 12 million weekly listeners across 800 public radio stations.
- WFPL hired James Bickers as the local host and producer of the NPR flagship news program, Morning Edition.

#### **AWARDS AND RECOGNITION:**

- 89.3 WFPL News Reporter and Midday Host Devin Katayama was awarded the annual Daniel Schorr Journalism Prize. Katayama's winning entry, "At Risk," is a memorable hour-long exploration of the fragile prospects for children in Louisville living amid poverty, drug use, depression, anger and dysfunction – and the local and state social services professionals who struggle to help them find pathways to achievement through a labyrinth of support systems.
- Erica Peterson, 89.3 WFPL Environment Reporter and Managing Editor, was selected as one of only three journalists to receive the Transatlantic Energy and Climate Network's 2015 Energy and Climate Media Fellowship from the The Heinrich Böll Foundation.
- WFPL News and the Kentucky Center for Investigative Reporting (KyCIR) won four first place Kentucky Associated Press Broadcasters Awards, a Regional Edward R. Murrow Award, two first place awards from the Indiana Associated Press Broadcasters Association, and first and second place honors from the Society of Professional Journalists' Green Eyeshade awards. There were no other Green Eyeshade winners in Kentucky.
- WFPL's Strange Fruit program received the national Outstanding Podcast/Internet Based Video or Audio Show from PrideIndex.com.



**Louisville's Fine Arts Station** gives life to our city's cultural community. With 24/7 classical music and fine arts features, interviews and event listings, we offer a unique local connection. WUOL champions area artists and cultural institutions and offers an escape from our raucous world with music that feeds the soul and expertise that illuminates the art. Join us online and in the studio for free performances by local and visiting artists.

## 2015 HIGHLIGHTS:

- Classical 90.5 partnered with the IdeaFestival and Salon97 to present Classical Music Goes Pop!, a free IF affiliate event exploring some of the most famous uses of classical music in popular culture .
- The 9<sup>th</sup> Annual Holiday Choral Festival featured four ensembles: the Louisville Chamber Choir, directed by Kent Hatteberg, is quickly becoming one of the most sought after local choirs; Voces Novae, directed by Frank A. Heller, III, is a community choir focused on music by living American composers; Protus Vocal Ensemble, directed by Richard Burchard, is a new, all-male vocal ensemble and the Youth Performing Arts School Women's Choir, directed by Jacob Cook, draws on some of the most talented young singers in the area.
- Classical 90.5 Young Artist Competition brings focus to outstanding young musicians in the region. The first place prize was awarded to Aemin Kim (age 16), who played the Prelude in G-sharp minor, op. 32, by Sergei Rachmaninoff. For the first time, judges recognized outstanding achievement by one of the younger participants with the Junior Award given to Kennan King (age 9).
- Classical 90.5 hired Sara Soltau as Education Programs Manager. In this position, Soltau manages a number of educational initiatives by the station including: the Instrumental Partners program, where gently used instruments are donated to area schoolchildren in need; the Young Artist Competition, showcasing young musicians from across the region; and Summer Listening, which encourages families to explore classical music over the summer break. She will also work towards creating new initiatives with JCPS and other schools and education programs in our listening area.



**Radio Louisville** is our region's award-winning hub for independent, adult alternative music and American gems like jazz and bluegrass. 91.9 WFPK introduces you to significant new music, connects you to Louisville's best and plays your long-time favorites for an eclectic mix that can't be heard anywhere else. We nurture local, regional, and national artists, and explore their music with you 24/7. WFPK is an interactive community on air, online, and at our live performances. Visit our studio each week for our free *Live Lunch*<sup>®</sup>.

## 2015 HIGHLIGHTS:

- WFPK launched the 3<sup>rd</sup> season of WFPK Winter Wednesday .The free indoor concert series at the Clifton Center featured performances by Charlie Mars, Alex Wright, Bob Schneider, The Watson Twins, and others.
- WFPK partnered with Louisville-based music duo Kri and Hettie for a second season of songwriting workshops for teens. Each session was led by a musical professional to address various aspects of artistic development with focus on authentic voice, song creation, performance, and promotion. Student tuition was paid for with community service.
- WFPK's Waterfront Wednesday, a free monthly concert on the Big Four Lawn in Louisville's Waterfront Park, reached record-breaking crowds of more than 15,000 per event. This season's acts included performances by Bela Fleck and Abigail Washburn, Pokey LaFarge, Shakey Graves, Fantastic Negrito and many others.

# FINANCIAL REPORT

## Annual Report For Fiscal Year ending June 30, 2015

### Revenue

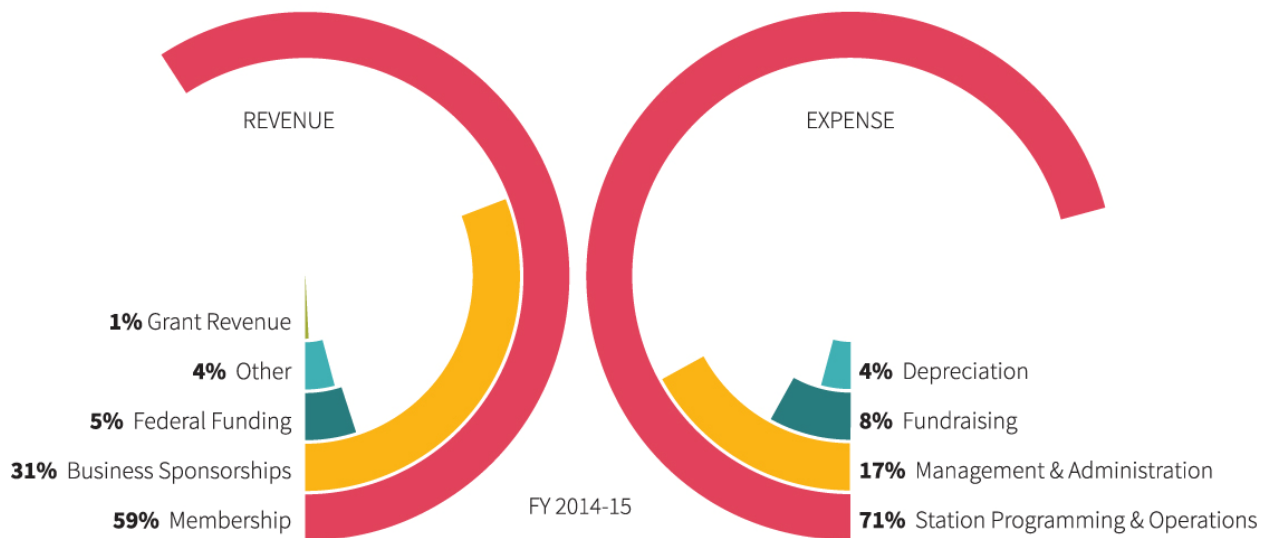
Business Sponsorships	2,023,661
Membership	3,846,172
Grant Income	60,691
Federal Funding	318,893
Other Revenue	234,312
<b>Total Revenue</b>	<b>6,483,729</b>

### Expense

Station Programming & Operations	3,445,777
Fundraising	383,380
Management & Administrative Expenses	838,620
Depreciation	179,261
<b>Total Expenses</b>	<b>4,847,038</b>

### **Revenue Less Expenses**

**1,636,691**



# LEADERSHIP

## BOARD OF DIRECTORS

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## LPM MANAGEMENT

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Layla George, Director of Development  
Daniel Gilliam, Program Director, Classical 90.5  
Todd Mundt, Program Director, 89.3 WFPL News  
Stacy Owen, Program Director, 91.9 WFPK  
Brendan McCarthy, KyCIR Managing Editor  
Kelly Wilkinson, Membership Manager  
Kirsten Pfalzgraf, Manager of Marketing and Engagement  
Charles Spivey, Chief Technology Officer

\* LPM has a staff of 40 full time, 10 part time employees.

# DONOR RECOGNITION

## OUR GRATITUDE

We are sincerely grateful for the support and participation of the Metro Louisville community: the artists, organizations, businesses, institutions, neighborhoods, government agencies, civic leaders, members, volunteers, and listeners. Through their continued partnership with Louisville Public Media they demonstrate the value and impact of Louisville's three public radio stations.

Our supporters -- more than 10,000 members and 500 volunteers -- help the stations financially, but also give their time, energy, ideas and passion. We rely on their generosity of spirit to make this public service thrive.

We offer special thanks to members of our Farnsley Society (listed below) -- named in honor of the late Mayor Charles Farnsley who gave the initial funding for WFPL over 60 years ago, The Farnsley Society recognizes those donors who have supported our work for over 25 years. We offer our heartfelt thanks!

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