



Louisville Public Media

WFPL 89.3 • WUOL 90.5 • WFPK 91.9

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

2013 Annual Report

July 1, 2012 – June 30, 2013

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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 a newly established investigative unit: **WFPL 89.3 FM** provides local, national and international news, public affairs and cultural programming; Classical 90.5 **WUOL** is our city's only classical music and fine arts radio station; 91.9 **WFPK** showcases independent, alternative music and an array of musical genres; and the newly established **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 93% of the funding** for Louisville Public Media.

Louisville Public Media is the fiscal agent for the Kentucky Public Radio Network (a collaboration of seven public radio stations across the state), providing state-wide leadership and content to a combined audience of nearly 475,000.



Louisville's 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. Take part in the conversation online and on-air. [89.3 WFPL NEWS](#)

2013 HIGHLIGHTS:

- In January, 89.3 WFPL News aired a month-long series about past and present air pollution in the city's Rubbertown neighborhood, and the health effects for those who live nearby. The reporting series, lead by WFPL's environmental reporter, Erica Peterson, was made possible by a California Endowment Health Journalism Fellow at the University of Southern California's Annenberg School of Journalism.
- 89.3 WFPL News was selected to be a contributor to *Here & Now*, a nationally syndicated, live, midday radio news program produced by WBUR, Boston and National Public Radio.
- After a successful Kickstarter crowd sourcing campaign, 89.3 WFPL's new fiction radio show, *Unbound*, debuted on June 17. Each 30-minute episode featured two authors reading their own short fiction on a common theme.
- In January, 89.3 WFPL News, in partnership with The Community Foundation of Louisville, the JP Morgan Chase Foundation and The Gheens Foundation, launched a year-long exploration into public education. "The Next Louisville" strives to deepen the conversation, understanding and community engagement around improving public education and increasing educational attainment in Louisville.
- Jonathan Bastian was hired as host of *Morning Edition* and Joseph Lord was hired as Online Managing Editor.

- 89.3 WFPL News began featuring local music during its program transitions. In March, the station made a request for musicians to submit an original 30-60 second piece of music online. The station received more than 100 submissions, ranging from folk to hard rock to dubstep.
- 89.3 WFPL News hosted a series of panel discussions over the year including:
 - The changing landscape of media with national NPR Host Diane Rehm in May. Rehm was joined by Donovan Reynolds, Louisville Public Media's President and General Manager; Keith Runyon, longtime Louisville journalist and former editorial page editor for The Courier-Journal; James Miller, Journalism Teacher and Department Chair, Journalism and Communications Magnet at duPont Manual High School and media critic for WFPL; and moderated by WFPL Director of News and Editorial Strategy, Gabe Bullard.
 - An environmental panel on climate change and its effects on polar bear populations.
 - A live interview with food activist and author, Michael Pollan.
 - A forum on public health hosted by Jonathan Bastian.

AWARDS AND RECOGNITION:

- 89.3 WFPL News won the Radio Television Digital News Association's (RTDNA) Unity Award for the 2012 "Defining Fairness" series. The Unity Award nationally recognizes outstanding journalistic achievement in the coverage of diversity.
- 89.3 WFPL News was awarded 11 first place Associated Press Awards for excellence in journalism including Best Radio Reporter, Best Hard News Feature and Best Special Series/Documentary. In addition, WFPL News was awarded 9 second place awards and 6 honorable mentions. The awards were distributed by the Indiana Associated Press Broadcasters and the Kentucky Associated Press Broadcasters for news coverage in 2012.



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 offer 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 weekly performances by local and visiting artists on *Lunchtime Classics*[®]. [Classical 90.5 WUOL](http://www.wuol.com)

2013 HIGHLIGHTS:

- In September, Classical 90.5 WUOL began airing weekly performances of the Louisville Orchestra's Hilliard Lyons Classics concerts.
- Classical 90.5 WUOL launched the *Summer Listening* program for families over summer vacation.
- Classical 90.5 WUOL held its 8th annual Young Artist Competition. Winners participated in a live, on-air performance as part of the weekly *Lunchtime Classics* series.
 - First Place: Choong-won Jin, piano
 - Second Place: Christina Li, piano
 - Honorable Mentions (alphabetical order):
 - Harpistry 188, harp quartet
 - Joshua Steinbach, counter-tenor
 - Emily Stone, harp
 - Jonathan Yi, violin

- Classical 90.5 WUOL curated the first-ever live musical performance on the newly opened Big Four Pedestrian Bridge on Sunday, June 9. Musicians from the community, including Indiana University Southeast, Louisville Youth Orchestra, and the Youth Performing Arts School collaborated to play Handel's "Water Music."
- Daniel Gilliam returned as Program Director.



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*[®]. [91.9 WFPK](#)

- 91.9 WFPK hired John Timmons as a regular host of his own Saturday program.
- 91.9 WFPK launched Winter Wednesday concert series to at-capacity crowds at the Clifton Center.
- 91.9 WFPK hosted a new season of WFPK Waterfront Wednesday. The free concert series brings more than 10,000 people to Louisville's Waterfront Park each month for performances by regional, national and international performing artists.

AWARDS AND RECOGNITION:

- 91.9 WFPK was nominated for Non Comm station of the year and Kyle Meredith was nominated for Music Director of the Year at the national Triple A conference.
- 91.9 WFPK won 1st place for Best Radio Station and 3rd place for Laura Shine, Best Radio DJ in *Louisville Magazine's* "Best Of" issue.
- 91.9 WFPK was recognized as "Best Radio Station" in *LEO's* Reader's Choice awards.



The newly established **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. The Center is under the umbrella of Louisville Public Media, which operates three public radio stations (WFPL, WFPK, WUOL) from downtown Louisville. Our reporting will be widely distributed on web, radio, television and print and cover all corners of the state.

2013 HIGHLIGHTS:

- KyCIR received a \$250,000 challenge grant from Ed Hart and Gaylee Gillim to set up an investigative reporting center.
- Award-winning reporter Brendan McCarthy was hired as Managing Editor of the Kentucky Center for Investigative Reporting.
- R. G. Dunlop, an award-winning journalist with over thirty years of experience in covering Louisville and the Commonwealth of Kentucky, was hired as a KyCIR reporter.

FINANCIAL REPORT

Annual Report
For Fiscal Year ending June 30, 2013

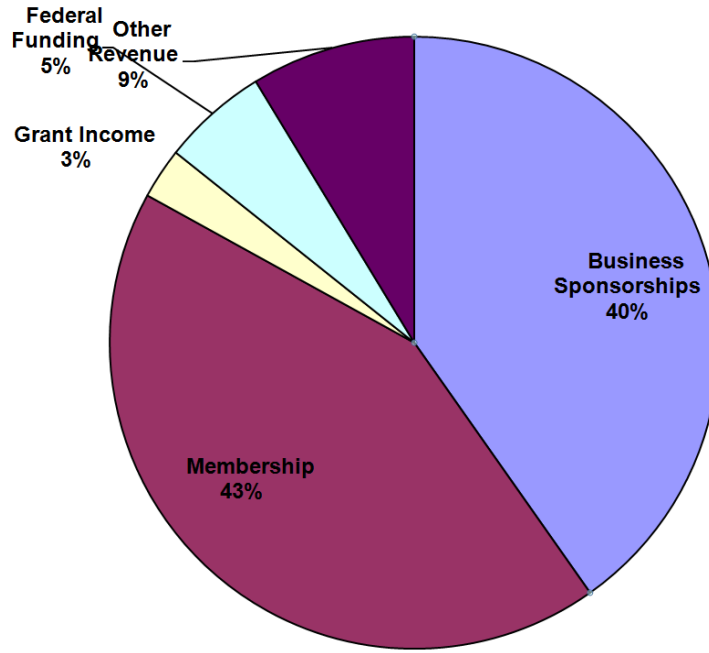
Revenue

Business Sponsorships	1,941,117
Membership	2,065,275
Grant Income	129,678
Federal Funding	270,770
Other Revenue	420,616
Total Revenue	4,827,456

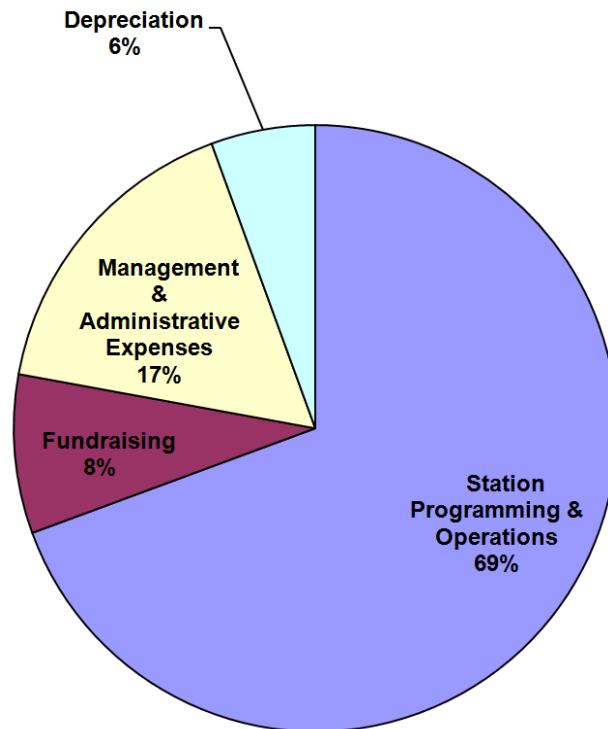
Expense

Station Programming & Operations	2,902,517
Fundraising	354,417
Management & Administrative Expenses	692,078
Depreciation	233,598
Total Expenses	4,182,610
Revenue Less Expenses	644,846

REVENUE



EXPENSE



LEADERSHIP

BOARD OF DIRECTORS

Diane Tobin, Ph.D., Chair
Daniel T. Goyette, Vice Chair
Christopher Doane, Secretary/Treasurer

Nichelle Anthony
Christopher I. Boone
Linda H. Caso
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Juliet Cooper Gray
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Carol Larson
Dana Lindley
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Kristen Miller
Steven Skaggs
C. Michael Stewart
Mimi Zinniel

LPM MANAGEMENT

Donovan Reynolds, President
Dennis Stovall, Chief Financial Officer
Gray Smith, Director of Development and Marketing
Gabe Bullard, 89.3 WFPL News Director
Daniel Gilliam, 90.5 WUOL Program Director
Stacy Owen, 91.9 WFPK Station Manager
Layla George, Development Officer
Briana Kinkead, Membership Manager
Kirsten Pfalzgraf, Manager of Marketing and Engagement
Charles Spivey, Chief Technology Officer

* LPM has a staff of 38 full time, 6 part time and 4 occasional 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 the gift of 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!

Ann T. Allen	Richard and Barbara Conklin	Mary Louise Gorman
Walter E. Badenhausen	Donald and Katherine Corson	Meredith S. Grider
Jack and Beverly Ballantine	Stanley and Mary Ellen Cyran	John and Joan Hafner
Ivan and Jean Baugh	Mark and Kate Davis	Harold E. Hamburg
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David O. Bradley	David and Marcia Dorman	Hayden F. Heaphy
Jack and Betty Brafford	Joe and Ginny Dozier	Mark and Kedvika Heinicke
Calvin Buch	William and Rebecca Ellison	George Herbener and Margaret Fonda
Gary and Virginia Buhrow	Barbara Farrar and Tom Evans	David and Celia Horn
Gloria L. Burgard	Joseph and Lois Fineman	Tsung Yao and Fuh Cheng Huang
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Charlotte and Bob Canida	Katharine Fulkerson	Jean W. Kalkhof
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Lewis and Kathy Lancaster
Henry and Marie Van Leeuwen
Leonard and Adele Leight
Joanne Linn
Stuart and Joan McCombs
Andrea McElderry
Kathryn M. Mershon
Jacquelyn Metzler
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Stuart and Constance Newbanks
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