

Grantee Information

ID	1413
Grantee Name	WFPK-FM
City	Louisville
State	KY
Licensee Type	Community

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

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Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

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Louisville Public Media prides itself upon its inclusive service and its efforts to diversify content and community participation. Its three public radio stations offer three unique formats that include locally-produced content of immediate relevance to the community. In addition to syndicated national and international news that opens our community to a multiplicity of perspectives, LPM produces local news, information, public affairs, music and cultural programming. The stations provide diversity of content and perspectives not available in other local media. In the past year local news stories (on-air, online and blogging) on 89.3 WFPL News Louisville explored diversity issues and topics in our city including housing segregation, the Black Lives Matter movement, the lack of minorities in arts leadership roles, race in the media and many other topics relating to diversity. Local issues and voices were sometimes augmented by national and international authors and experts. In addition, LPM connected the community through reporting and/or participating in diverse festivals, exhibits, series and gatherings that addressed diversity. The Board of Directors' Diversity and Inclusion Committee, with input from the Community Advisory Board, updated the organization's diversity policy to reflect LPM's commitment to diversity and inclusion initiatives. In addition, the organization facilitated conversations around diversity with staff, The Board of Directors and Community Advisory Board, bringing local and national experts to facilitate those conversations. 91.9 WFPK Independent Louisville continued to welcome local and national recording artists into the studios for

interviews and free public performances. WFPK offers an eclectic format (often referred to as Adult Album Alternative or AAA) of jazz, rock, blues, alt-country, rock-a-billy, punk, and singer-song writers. A growing number of new artists from around the United States are women and minorities; thus WFPK enjoyed a variety of voices on-air and in the Performance Studio during the free weekly concerts on Live Lunch. WFPK featured diverse content on locally-produced programs such as Jamaican-born host Ibuka's "World Force Reggae," Sean Cannon's "The Guestlist," a new CitySong blog and video series highlighting local musicians, and popular after-hours honky-tonk show "Woody's Roadhouse." The free outdoor concerts in Waterfront Park presented on the last Wednesday of the month from April to September regularly drew thousands of people together in the heart of downtown Louisville and included artists from a variety of music genres including hip-hop, Americana, folk, indie rock, and others. 90.5 WUOL Classical Louisville offered a selection of classical and contemporary instrumental and choral music 24-hours a day. Many of the performers who have performed in WUOL's frequent, free in-studio performances represented a diverse group of musicians, composers, and genres. The Young Artist Competition engaged area students that represented a range of backgrounds. The station's Summer Listening program provided free events and programs to engage children and their families with classical music over the summer break. The Instrumental Partners program placed dozens of musical instruments in the hands of underserved youth in public schools. A full-time education programs manager enhances the station's outreach engagement with area schoolchildren, visiting local community centers and area schools to provide live performances and arts education opportunities. Two of LPM's three strategic goals emphasize diversity; i.e. to increase the diversity of our staff and programming to better reflect our community; and to use emerging media to reach and serve a larger and more diverse audience. These continue to guide our efforts.

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2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

With support from CPB funding, Louisville Public Media continues to expand its offerings in our community. We've offered more free community events and ways to engage in conversations around important issues and also giving community members an opportunity to connect with their neighbors and public media in a variety of ways. WFPL News entered into the third year of its Next Louisville reporting initiative, a partnership with the Community Foundation of Louisville in order to bring new perspectives to critical issues. The idea is to invite citizens to hear from a visionary from outside the community and then become involved in the solution – contributing ideas and joining forces with organizations working in the field. The 15th season of the WFPK Waterfront Wednesday concert series, a partnership with Louisville Waterfront Park, culminated in September with an audience of around 15,000. With CPB funding, WFPL continues to revitalize wfpl.org with increased news updates and extended content. The use of social media has increased to encourage greater interaction and participation from listeners. WFPL continued offering a free daily email to provide news in the mailbox of subscribers and developed a free news app for listeners to connect via their smartphones. In addition, WFPK, with the stations of the Kentucky Public Radio Network (KPRN), continued airing a statewide daily newscast service. The service serves a combined audience of almost 425,000 Kentuckians. WFPL is part of the newly formed Ohio Valley ReSource, a regional journalism collaborative reporting on economic and social change in Kentucky, Ohio, and West Virginia. With support from the Corporation for Public Broadcasting, seven public media outlets across the three states have partnered to form the ReSource in order to strengthen news coverage of the area's most important issues. The ReSource team of eight journalists uses radio, data, and video to craft stories that promote understanding, empathy, and engagement. Classical 90.5 and WFPK 91.9 provided free performances in our studio in the heart of downtown Louisville. LPM supported Metro Louisville's local cultural life by showcasing local artists, cultural organizations and interests -- whether presenting the Kentucky Opera in on-air performances or local artists on "Live Lunch" or reporting on arts events and policies. Our three stations collaborate with a number of regional and local organizations including the Community Foundation of Louisville, The Frazier History Museum, the World Affairs Council of Louisville and Southern Indiana, Wellspring, The Festival of Faiths, The American Red Cross, Americana Community Center, the Kentucky Center for African American Heritage, the Muhammad Ali Center, and many others.

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WFPK partnered with the University of Louisville to present "Live Lunch" concerts on campus. WFPL held a free, public forum on minority health that connected local leaders with members of the public. • The Next Louisville series highlighted key issues in our community having to do with Race, Ethnicity and Culture. This series provided free, live events including a conversation on race and the media with NPR's Kat

Chow. WFPK hosted its 10th annual Reggae Picnic, celebrating the music genre in an inclusive, family friendly atmosphere. Louisville Public Media's executive editor moderated a panel with Deepa Iyer, author of "We Too Sing American". The event explored inclusion and equity in a changing America. Louisville Public Media offered significant in-kind investment to our community supporting local organizations and nonprofits through media sponsorships that helped to promote their events. Examples include the Kentucky Science Center, Dare to Care Food Bank, Bluegrass Music Museum, Looking For Lilith Theatre Company, Southern Indiana Arts Council, Big Brothers, Big Sisters, The American Red Cross, Interfaith Paths to Peace, Olmsted Parks, The Louisville Orchestra, The Louisville PrideFest, Louisville Metro Government, the Louisville Free Public Library and the Louisville Ballet. On-air features provided cultural context, and online coverage with expanded platforms offered additional layers of information, exposure, and understanding. LPM presented upwards of one hundred free events including weekly concerts in its performance studio in downtown Louisville and free concerts in Waterfront Park during the spring and summer. Members of the staff served as consultants to cultural groups in our area. Staff gave numerous station tours to scout troops, community groups and school classes. WFPK 91.9 produced a musical event that served as a local "Food Raiser" for Dare to Care resulting in donations of food and significant community awareness of the local hunger problem. WFPK's podcast and weekly show "Strange Fruit" explored a variety of issues surrounding gender, race and LGBTQ issues. Many of WFPK's listeners and the bands on the playlist are local musicians. Evidence of the impact on our community can be seen in "testimonials" from listeners and nonprofits alike.

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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

WFPK committed a full year of coverage to topics relating to Race, Ethnicity and Culture. The newsroom created monthly one-hour specials exploring a variety of topics including housing segregation, African Americans in the bourbon industry, race in the media, privilege and others. In addition, several WFPK news stories were shared and translated for a Spanish language paper in our community, *Al Dia en América*. WFPK hosted a public panel on minority health at the Kentucky Center for African American Heritage, inviting questions and comment from the community. Several marketing efforts included Spanish-language online advertisements to promote listening on 90.5 WUOL in order to engage new audiences. Education outreach visits included area schools and community centers, including Americana Community Center and Kentucky Refugee Ministries. Instrumental Partners solicited, gathered and refurbished used musical instruments for the benefit of our public school students. Placing an instrument in the hands of a young person can mean the difference between a life brightly lived and talents left untapped. This program exists because many of our schools do not have enough instruments to go around and too often students can't afford to rent or buy them. Louisville Public Media works primarily in conjunction with Jefferson County Public Schools in Kentucky and New Albany-Floyd County Public Schools in Southern Indiana. Louisville Public Media gives on-air time to ask listeners to donate instruments that are no longer in use. The stories the participants have shared with LPM reveal the power of instruments and music to transform young lives. LPM organized a formal "class" of summer interns as well as other interns during the year. The academic community was regularly involved as guests on our weekday public affairs programming. WUOL's Young Artist Competition brought together young musicians from the region. All winners and honorable mentions performed live on WUOL.

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5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Thanks to sustained funding from the Corporation for Public Broadcasting, the breadth of Louisville Public Media's (LPM) impact in its community is cultural, economic, intellectual, and inspirational. LPM's footprint has grown beyond the reach of Metro Louisville. The fact that CPB funding is annual and consistent makes it possible for LPM to provide 504 hours of weekly programming (three distinct formats) to the community and to many beyond our transmitters. The funding makes it possible for LPM to provide quality local news, public affairs and cultural programming. With the decline in quality broadcast journalism and cultural programming in commercial media, preserving and improving the capacity of Louisville Public Media's public service is essential. With CPB funding LPM has continued to build its newsroom and maintain two distinct music stations. WFPK has been able to increase the quality of its coverage as evidenced by local, regional and national recognition over the past year. The newsroom received several top honors in the annual Green Eveshade awards, which recognize the best journalism in the southeastern United States. WFPK and the Kentucky Center for Investigative Reporting received two Regional Edward R. Murrow Awards and 17 Associated Press Broadcasters Awards for excellence in journalism. The first of LPM's three strategic goals is to become the leading source for news and information on radio and online in the community. This requires significant investment of time and resources and expanded participation and support from the community. LPM is strengthening its role as the trusted source for independent

fact-based journalism. Building on a solid foundation of its award-winning news team Louisville Public Media is creating a news service to: • reverse the decline in the quality and breadth of local journalism; • preserve community news and connection that is vital to a healthy democracy; • give voice to diverse perspectives that reflect the multiplicity of our citizenry; • be forward-thinking and responsive to new and emerging technologies; • inform and inspire our citizens for success in the 21st century. LPM recognizes that new and emerging technologies are essential to meeting the news information and cultural needs in the digital age of the 21st century. LPM will assist in reaching out to leaders in the community in an effort to assess their thoughts and needs and their willingness to support an expansion of local news efforts. LPM will continue to report stories about our immigrant community. Louisville Public Media's goal continues to be to build our newsroom and to expand the voices and perspectives heard in our public broadcasts. Our additional goal is to build our audience and audience participation and support (on-air and online). We will continue to measure our progress by the quality and quantity of our local news coverage; the number of listeners, supporters and the growth in new participants; the content of listener and partner comments; and awards and recognition.

Comments

Question

No Comments for this section

Comment