Mission

Impact
Over time, the amount of media merging has increased and the number of media outlets has increased. That translates to fewer companies owning more media outlets, increasing the concentration of ownership. In 1983, 90% of U.S. media was controlled by 50 companies; today, 90% is controlled by just 6 companies.
Louisville Public Media makes Louisville a better place to live by educating, connecting, engaging, entertaining, and informing the community.

High-quality information. Factual, independent journalism. Cultural and civic engagement. LPM is serving our community in a way no one else can, through our distinct radio stations, digital platforms, live events, and investigative reporting unit.
89.3 WFPL News Louisville is the trusted source for independent, fact-based news. We offer 24/7 local, national, and international news, culture, and public affairs coverage. 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. | wfpl.org

Kentucky Center for Investigative Reporting shines the light of accountability on the people and institutions in power. KyCIR works with 89.3 WFPL News and other news partners across Kentucky and Southern Indiana to produce original investigative reporting in the public interest. We protect our most vulnerable citizens, expose wrongdoing in the public and private sectors, increase transparency in government, and hold leaders accountable. | kycir.org
90.5 WUOL Classical Louisville 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. We champion 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. We engage youth across the community in vital music education programming that not only fosters a love for music and how it is made, but translates into improved language, communication, and problem-solving skills across disciplines. Join us online and in the studio for free performances by local and visiting artists. | wuol.org

91.9 WFPK Independent Louisville is our region’s award-winning hub for independent, alternative music. 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 free live performances, including WFPK Waterfront Wednesday® and WFPK Live Lunch®. | wfpk.org
Do502 has become the voice that Louisville listens to when they’re looking to discover fresh, surprising, and engaging entertainment and events while depending on a hyper-functional and accurate interface with popular events throughout Louisville. That combination of discovery and functionality, partnered with our cheeky, meme-soaked irreverent voice across our content and social vehicles, has rocketed Do502 to being the all-screen destination for Louisville to share and discover #HowWeLou. | Do502.com

Kentucky Public Radio’s network of stations is the consortium of all public radio stations that serve Kentucky. The network’s thirteen high-power FM signals cover all Kentucky counties, and reach a total weekly audience of more than 600,000 people with shared local-market and statewide reporting.

KPR is Kentucky’s broadest and most economically influential media network.
kentuckypublicradio.org
Ohio Valley ReSource

The Ohio Valley ReSource is an innovative regional journalism collaborative reporting on economic and social change in underserved rural Kentucky, Ohio, and West Virginia. With support from our members and The Corporation for Public Broadcasting, seven public media outlets across the three states have partnered to form the ReSource to strengthen news coverage of the area’s most important issues and promote understanding and problem-solving across state lines.
1995 – Louisville becomes the first U.S. city with an independent public broadcast entity operating three radio stations.
1996 – Public Radio Partnership debuts new station formats
2000 – New home opens at 619 S. Fourth Street
2001 – All three stations launch online audio streaming, WFPK Waterfront Wednesday® launches
2002 – First full-time state Capitol reporter is hired
2008 – Public Radio Partnership becomes Louisville Public Media
2010 – WFPL newsroom expands with health and environment beats
2013 – Kentucky Center for Investigative Reporting (KyCIR) launches
2014 – KyCIR wins Edward R. Murrow award for reporting
2015 – LPM expands into Music Education
2016 – Ohio Valley ReSource news collaboration launches
2017 – LPM acquires Do502 event calendar
2018 – KyCIR wins Peabody Award

Growth Against the Trend

Louisville Public Media User Growth

2000  90,000
2018  400,000
Growing Community Support

Louisville Public Media Community Support (Donors)

- 2000: 4,000 donors
- 2018: 13,500 donors

Louisville Public Media Annual Community Contributions

- 2000: $550,000
- 2018: $4,900,000
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<td>Greater Louisville, Inc.</td>
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<td>Humana Foundation</td>
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<td>Brightside</td>
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On Air Users

1997

75,000+
On Air Users
TODAY
213,900+
Online Users
TODAY
366,177+
Podcast and Stream Users
TODAY
51,563+
Mission

Impact