

**Grantee Information**

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

Jump to question: 1.1

**1.1 Employment of Full-Time Radio Employees**

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

**1.1 Employment of Full-Time Radio Employees**

Major Job Category / Job Code / Joint Employee	Jump to question: 1.1				Total
	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	
Officials - 1000					0
Managers - 2000					3
Professionals - 3000	3			1	14
Technicians - 4000					0
Sales Workers - 4500					1
Office and Clerical - 5100					5
Craftpersons (Skilled) - 5200					0
Operatives (Semi-Skilled) - 5300					0
Laborers (Unskilled) - 5400					0
Service Workers - 5500					0
<b>Total</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>23</b>

**1.1 Employment of Full-Time Radio Employees**

Major Job Category / Job Code / Joint Employee	Jump to question: 1.1				Total
	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	
Officials - 1000					2
Managers - 2000					4
Professionals - 3000	1				13
Technicians - 4000				1	5
Sales Workers - 4500					4
Office and Clerical - 5100					0
Craftpersons (Skilled) - 5200					0
Operatives (Semi-Skilled) - 5300					0

Laborers (Unskilled) - 5400											2
Service Workers - 5500											0
Total	1	0	0	1	0	28	3	0	39		

Jump to question:

**1.1 Employment of Full-Time Radio Employees**

Major Job Category / Job Code / Joint Employee

Officials - 1000											
Managers - 2000											
Professionals - 3000											
Technicians - 4000											
Sales Workers - 4500											
Office and Clerical - 5100											
Craftpersons (Skilled) - 5200											
Operatives (Semi-Skilled) - 5300											
Laborers (Unskilled) - 5400											
Service Workers - 5500											
Total											0

Jump to question:

**1.1 Employment of Full-Time Radio Employees**

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

**1.2 Major Programming Decision Makers**

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about programming, advertising, production, news, and other programming content. This item should include only those full-time employees having the responsibility for making major programming decisions. Employees should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

Jump to question:

**1.2 Major Programming Decision Makers**

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

Jump to question:

**1.2 Major Programming Decision Makers**

	African American	Hispanic	Native American	Asian/Pacific	Non-Hispanic	Total
Female Major Programming Decision Makers					4	4
Male Major Programming Decision Makers					6	6
Total	0	0	0	0	10	10

Jump to question:

**1.3 Employment of Part-Time Radio Employees**

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Jump to question:

**1.3 Employment of Part-Time Radio Employees**

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	Non-Hispanic Females	White, Non-Hispanic Females	Total
							<input type="text" value="1.3"/>

Officials - 1000							
Managers - 2000							
Professionals - 3000						1	
Technicians - 4000							
Sales Workers - 4500							
Office and Clerical - 5100							1
Craftpersons (Skilled) - 5200							
Operatives (Semi-skilled) - 5300							
Laborers (Unskilled) - 5400							
Service Workers - 5500							
Total		1					2

Jump to question: 1.3

### 1.3 Employment of Part-Time Radio Employees

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	Non-Hispanic Males	White, Non-Hispanic Males	Total
Officials - 1000							
Managers - 2000							
Professionals - 3000					1		
Technicians - 4000							
Sales Workers - 4500							
Office and Clerical - 5100							
Craftpersons (Skilled) - 5200							
Operatives (Semi-skilled) - 5300							
Laborers (Unskilled) - 5400							
Service Workers - 5500							
Total						1	1

Jump to question: 1.3

### 1.3 Employment of Part-Time Radio Employees

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftpersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	

**1.4 Part-Time Employment**

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

Jump to question:

**1.4 Part-Time Employment**

Number working less than 15 hours per week

Jump to question:

**1.4 Part-Time Employment**

Number working 15 or more hours per week

Jump to question:

**1.5 Full-Time Hiring**

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

Jump to question:

**1.5 Full-Time Hiring**

No full-time employees were hired (check here if applicable)

Jump to question:

**1.5 Full-Time Hiring**

Jump to question:

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000	1				1
Professionals - 3000	2		2		6
Technicians - 4000				1	1
Sales Workers - 4500				2	2
Office / Service Workers - 5100-5500		1			1
<b>Total</b>	2	2	2	5	11

**1.6 Full-Time and Part-Time Job Openings**

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

Jump to question:

**1.6 Full-Time and Part-Time Job Openings**

Number of full-time and part-time job openings

Jump to question:

**1.7 Hiring Contractors**

During the fiscal year, did you hire independent contractors to provide any of the following services?

Jump to question:

**1.7 Hiring Contractors**

Jump to question:

- Check all that apply
- Underwriting solicitation related activities
  - Direct Mail
  - Telemarketing
  - Other development activities
  - Legal services
  - Human Resource services
  - Accounting/Payroll
  - Computer operations
  - Website design
  - Website content

- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

Comments  
 Question  
 No Comments for this section

Jump to question:

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 175,000	3
Chief Executive Officer - Joint			
Chief Operations Officer			
Chief Operations Officer - Joint			
Chief Financial Officer	1.00	\$ 98,370	13
Chief Financial Officer - Joint			
Publicity, Program Promotion Chief			
Publicity, Program Promotion Chief - Joint			
Communication and Public Relations, Chief	1.00	\$ 55,000	6
Communication and Public Relations, Chief - Joint			
Programming Director	4.00	\$ 83,117	9
Programming Director - Joint			
Production, Chief			
Production, Chief - Joint			
Executive Producer			
Executive Producer - Joint			
Producer	2.00	\$ 43,213	20
Producer - Joint			
Development, Chief	1.00	\$ 97,000	1
Development, Chief - Joint			
Member Services, Chief			
Member Services, Chief - Joint			
Membership Fundraising, Chief	1.00	\$ 53,560	7
Membership Fundraising, Chief - Joint			
On-Air Fundraising, Chief			
On-Air Fundraising, Chief - Joint			
Auction Fundraising, Chief			
Auction Fundraising, Chief - Joint			
Underwriting, Chief			
Underwriting, Chief - Joint			
Corporate Underwriting, Chief	1.00	\$ 155,659	22
Corporate Underwriting, Chief - Joint			
Foundation Underwriting, Chief			

Foundation Underwriting, Chief - Joint					
Government Grants Solicitation, Chief					
Government Grants Solicitation, Chief - Joint					
Operations and Engineering, Chief					
Operations and Engineering, Chief - Joint					
Engineering Chief					
Engineering Chief - Joint					
Broadcast Engineer 1					
Broadcast Engineer 1 - Joint	2.00			\$ 39,000	1
Production Engineer					
Production Engineer - Joint					
Facilities, Satellite and Tower Maintenance, Chief					
Facilities, Satellite and Tower Maintenance, Chief - Joint					
Technical Operations, Chief	1.00			\$ 56,560	5
Technical Operations, Chief - Joint					
Education, Chief	1.00			\$ 59,000	1
Education, Chief - Joint					
Information Technology, Director	1.00			\$ 82,400	6
Information Technology, Director - Joint					
Volunteer Coordinator	1.00			\$ 46,350	3
Volunteer Coordinator - Joint					
News / Current Affairs Director					
News / Current Affairs Director - Joint					
Music Director	1.00			\$ 56,135	10
Music Librarian/Programmer					
Announcer / On-Air Talent	6.00			\$ 52,402	14
Announcer / On-Air Talent - Joint					
Reporter	15.00			\$ 53,765	4
Reporter - Joint					
Public Information Assistant					
Public Information Assistant - Joint					
Broadcast Supervisor					
Broadcast Supervisor - Joint					
Director of Community / Traffic	1.00			\$ 48,420	8
Director of Community / Traffic - Joint					
Events Coordinator					
Events Coordinator - Joint					
Web Administrator/Web Master	2.00			\$ 38,036	2
Web Administrator/Web Master - Joint					
Total	43.00			\$ 1,283,995	135

Comments  
Question  
Comment

Question No Comments for this section

Comment

3.1 Governing Board Method of Selection

Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection  
Ex-Officio (Automatic membership because of another office held)

Jump to question: 3.1 0

3.1 Governing Board Method of Selection  
Appointed by government legislative body (including school board) or other government official (e.g. governor)

Jump to question: 3.1 6

3.1 Governing Board Method of Selection  
Elected by community/membership

Jump to question: 3.1

3.1 Governing Board Method of Selection  
Other (please specify below)

Jump to question: 3.1 0

3.1 Governing Board Method of Selection

Jump to question: 3.1

3.1 Governing Board Method of Selection  
Elected by board of directors itself (self-perpetuating body)

Jump to question: 3.1 18

3.1 Governing Board Method of Selection  
Total number of board members (Automatic total of the above)

Jump to question: 3.1 24

3.2 Governing Board Members  
Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

Jump to question: 3.2

3.2 Governing Board Members  
For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

Jump to question: 3.2

3.2 Governing Board Members

Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	2			1	7	10
Male Board Members		1		1	8	10
Total	2	1		2	15	20

3.2 Governing Board Members  
Number of Vacant Positions

Jump to question: 3.2 4

3.2 Governing Board Members  
Total Number of Board Members (Total should equal the total reported in Question 3.1.)

Jump to question: 3.2 24

3.2 Governing Board Members  
Number of Board Members with disabilities

Jump to question: 3.2

Comments

Question

No Comments for this section

Comment

4.1 Community Outreach Activities

Jump to question: 4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question:

	Yes/No
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question

No Comments for this section

5.1 Radio Programming and Production

Jump to question:

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question:

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recordings)	<input type="text" value="0"/>	<input type="text" value="9,516"/>	<input type="text" value="9,516"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value="54"/>	<input type="text" value="93"/>	<input type="text" value="147"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newscast, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value="184"/>	<input type="text" value="166"/>	<input type="text" value="350"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="158"/>	<input type="text" value="9,775"/>	<input type="text" value="9,933"/>
<b>Total</b>			<input type="text" value="9,933"/>



Jump to question: [5.1](#)

### 5.1 Radio Programming and Production

Out of all these hours of station production during the year, for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

Jump to question: [5.1](#)

### 5.1 Radio Programming and Production

Approx Number of Original Program Hours

183

#### Comments

#### Question

#### Comment

No Comments for this section

Jump to question: [6.1](#)

### 6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community how you are engaged in the address of community issues by defining the benefits of the local value and impact of these services. Please report on activities that occurred in Fiscal Year 2018. 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.

Jump to question: [6.1](#)

### 6.1 Telling Public Radio's Story

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.

Louisville Public Media prides itself upon its inclusive service and its efforts to diversify content and audience participation. Its three public radio stations offer three unique formats that include locally-produced content of immediate relevance to the listening areas. 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, websites, podcasts and blogging) on 89.3 WFPL News Louisville explored diversity issues and topics in our city including juvenile justice reform and its impact on black youth, race and public art, the Louisville police diversity initiative, and the impact of gentrification on the city's African American community. WFPL continues to address the projected disparities in trash can placement, public transit access, aging deep potholes, and many other topics, with our community members and reporters working together to address these issues. WFPL continues to work along with telling the stories of people in our area. Reporters and producers continue to work with their communities and fight for their future. In addition, LPM connected the community through reporting and/or participating in festivals, exhibits, series and gatherings that address diversity. The Board of Directors' Diversity and Inclusion Committee, with input from the Community Advisory Board, continued to reflect on the organization's diversity policy to reflect LPM's commitment to diversity, equity, and inclusion initiatives. 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, hip-hop, 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 CitySong blog and video series highlighting local musicians, and popular 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 artists who have participated 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 launched the free Classical Corner program, an outdoor area for families to collaborate in hands-on music, visual art, theatre, and dance activities. The station launched the free Classical Corner program during the WFPK Waterfront Wednesday concert series and other community events in the Louisville region. The first mental health awareness event was held in partnership with the Louisville Police Department at the station's studios. The station's mental health awareness program is the station's outreach engagement with area schoolchildren, visiting local community centers and area schools to provide live performances and arts education opportunities. In addition, 90.5 WUOL, in partnership with the Muhammad Ali Center, presented the modern-day premiere of a recently discovered string quartet by Florence Price, "Negro Folk Songs in Counterpoint." Price was the first African-American woman to be recognized as a symphonic composer, and the first to have a composition played by a major orchestra. Louisville Public Media has also acquired the popular community calendar service, Do502. By incorporating Do502 into LPM's suite of services, it allows our organization to better connect the community to shared interests, passions and our rich cultural life. 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.

Jump to question: [6.1](#)

### 6.1 Telling Public Radio's Story

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 service in our area. We've offered more free 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. 89.3 WFPL News continued 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 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. WFPL also continued to experiment with new ways to engage readers and listeners through our Content Candidates program. The program allows the entire Louisville framework for gathering additional state wide content through our Content Candidates program. The program provides news updates and content through wpl.org. 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, WFPL, with the stations of the Kentucky 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 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. Louisville Public Media's Kentucky Center for Investigative Reporting published more than 100 articles and posts on the web and reached thousands more listeners through our radio pieces on 89.3 WFPL. Nearly two dozen of KYCIR's stories appeared in other news outlets, including NPR, WAVE 3 News, the Lexington Herald-Leader and the Spanish language AI Dia en América. KYCIR journalists participated in more than 20 community events, sharing expertise through "Take news" workshops, panels about investigative journalism and education for students of the craft. KYCIR also reached a whole new audience with our first-ever podcast, "The Pope's Long Con" was downloaded more than 200,000 times in 2017. That work was honored with a Peabody Award and a national Investigative Reporters and Editors award. 90.5 WUOL 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 Soaring Spirits, a local nonprofit that provides support for the American Theater Cross, American Ballet Theatre, and Louisville Ballet. We also have a partnership with the American Heritage Museum, and the 17th Street Series of the WFPK. We also have a partnership with Louisville Waterfront Park, culminated in September with thousands of concert-goers enjoying the Louisville Waterfront Park.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

In FY18, Louisville Public made significant measurable impacts in the community. In this time period, the organization hosted 78 public events, reached 213,000+ weekly broadcast listeners and 92,000 monthly podcast downloads and 5,500+ children through education programming. The following illustrate specific examples of community impact during this timeframe: KYCIR reported that Louisville police were helping federal officials conduct immigration raids and enforce federal policy that's well outside their purview. Within days of the story, the mayor and police chief had announced a change to this policy, and the Metro Council later approved a new ordinance preventing the practice our reporting highlighted. The Next Louisville series highlighted key issues in our community having to do with poverty and progress in Louisville, covering topics like redlining, the role of churches in struggling communities and what life is like for seniors when retirement is not an option. This series included a free public interview with Louisville Urban League CEO Sadeqa Reynolds about the state of West Louisville. WFPK's podcast and weekly show "Strange Fruit" explored a variety of issues surrounding gender, race and LGBTQ issues. WUOL partnered with Squalls Puppeteers to create a traveling show for children based on Ferdinand the Bull. They visited 29+ schools, sharing live classical music, puppetry and storytelling with more than 2,000 children. WFPK partnered with the University of Louisville to present "Live Lunch" concerts on campus and hosted its 15th annual Reggae Picnic, celebrating the local reggae scene. Louisville Public Media offered significant in-kind investment to our community's religious and nonprofit 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 Lifth Theatre Company, Southern Indiana Arts Council, 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 dozens of 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. Evidence of the impact on our community can be seen in "testimonials" from listeners and nonprofits alike. A few examples are included below: "On behalf of Americana World Community Center and all who attended our 28th annual GlobalLou, we would like to thank you for your generous sponsorship. With your support, our community gathered to celebrate journeys, cultures and connections with people across the globe who have made the Bluegrass their home." – Americana Community Center "Your gesture of compassion helped us raise thousands of dollars for our Rx: Housing program, which provides flexible funding for young adults moving from the streets to permanent housing." Natalie Harris, Coalition for the Homeless Executive Director "You helped us raise much-needed funding to support youth transforming their communities through food, farming and the land." – Carol Gundersen, The Food Literacy Project Executive Director

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 illustrate audibly during Fiscal Year 2018 and any plans you have to meet the needs of these audiences during Fiscal Year 2019, if you regularly broadcast in a language other than English, please note the language broadcast.

Several WFPK news stories were shared and translated for a Spanish language paper in our community, AI Dia en América. In FY19, a new podcast will be launched that explores issues in West Louisville, an area of the city with a largely minority population. WUOL visited more than 25 area schools, and reaching more than 2,000 children. The WUOL 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 and surrounding counties. 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. WUOL's Young Artist Competition brought together young musicians from the region. All winners and honorable mentions performed live on WUOL. WFPK hosted a week-long summer camp (POMP) for 20 middle school students, centered on the core themes of Confidence, Creativity, Community and Compassion. Local musicians were brought into the studio offer this program at no cost to participants who might otherwise not have an opportunity for a summer camp music experience. In order to select children with potential, but also need, WFPK relied on nominations from music teachers within the school system, with a priority to include children from diverse backgrounds and neighborhoods. POMP has been really powerful and teaches you so much. It's amazing the friendships you can make here. You can learn so much and it's helped me to get out of my comfort zone. I used to be really outgoing and then in middle school I started to get shy. But now, it's helped me to grow confidence and is really amazing and powerful, so thank you for that." Hope Gregory, 12 years old

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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. WFPL 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, including the 2017 Peabody Award for "The Pope's Long Con." This is the organization's second Peabody Award; the first was awarded to WFPL-FM in 1950. The Radio Television Digital News Association honored our newsroom for a number of outstanding achievements in electronic journalism and the news teams took home six first place awards from Investigative Reporters and Editors (IRE), including an award for Overall Excellence (which included submissions from everyone in the newsroom). PRNDI awarded The Pope's Long Con won best "Multi-Media Presentation" in the AA category (competing among the biggest public radio stations). The Society of Professional Journalists' annual Green Eyeshade Awards honored 2018 Investigative Reporting (Radio) - 1st Place - "Louisville Police Don't Enforce Immigration - But Help the Feds Do It" in addition to the news accolades, 90.5 WOOL was a finalist for Local That Works, a competition presented by Current, public media's trade publication, to identify stations that have "innovative and replicable content, engagement and revenue strategies." 91.9 WPPK was recognized as "Best Local Radio Station" in the 2017 LEO Readers' Choice Awards. The list 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 expansion of our newsroom and support of the community. LPM is strengthening its ties to the trust source of local news by providing a solid foundation of local news and information. This is done by investing in a 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. 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. This is all possible with support from the Corporation for Public Broadcasting.

Comments

Question

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump to question: 7.1

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director	1	0	0	0	1	0	0	0	0	1	0
Assistant News Director											
Managing Editor	2	0	0	1	1	0	0	0	0	2	0
Senior Editor	2	0	0	1	1	1	0	0	0	1	0
Editor	1	0	0	0	1	1					
Executive Producer											
Senior Producer	1	0	0	0	1	0	0	0	0	1	0
Producer	1	0	0	1	0	1					
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter	3	0	0	2	1	0	0	0	0	3	0
Beat Reporter	6	0	0	2	4	0	0	0	1	5	0
Anchor/Reporter											
Anchor/host	2	2	0	2	2	1	0	0	0	3	0
Videographer											
Video Editor											
Other positions not already accounted for											
Total	19	2	0	9	12	4	0	0	1	16	0

Comments

Question

No Comments for this section

**Question**  
No Comments for this section

**Comment**