



Report to the Community on Diversity, Equity and Inclusion

December 1, 2020

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**LOUISVILLE
PUBLIC MEDIA**

Louisville Public Media informs, inspires and empowers through independent news, music, education and experiences that reflect our diverse community. For decades, we've worked to deliver on that mission. But we haven't always gotten it right.

As a public media organization, LPM must strive to represent the community we serve in our staff, programming, community presence and governance. We reiterated that commitment earlier this year in our [statement on Diversity, Equity and Inclusion](#).

We have made significant strides in diversifying our teams in recent years, but our culture has lagged in fully embracing new and different voices. Throughout our history, we have left out members of our community — from our staff, stories, music mixes and events. We have under-represented Black people and other people of color in what we do, on our staff and in our coverage and playlists. We have under-represented women. We have unwittingly promoted racist and sexist narratives by centering white and male experiences in news stories. We have moved too slowly to become more diverse. We have accepted the exclusionary histories of music formats as justification for why our airwaves are less diverse than they should be today.

For this, we are sorry. We are not just committed to change, we have been changing.

We have made new investments and progress in becoming a more diverse, inclusive organization in the past several years. As you will see in the following report, our work has already made us a more representative and inclusive organization.

But we also recognize that the imperative to change is more urgent now than we have acknowledged in the past. Particularly here in Louisville, the voices of Black Americans and their allies have made it clear this year that the moment to speak up, speak out and show our work is now.

In 2019, LPM committed to diversity, equity and inclusion as a key strategic goal and began a three-year investment — both in time and budget — in training, policy review and facilitated discussion. This report, which was planned as part of that work, shows where we are today. It includes input from our leadership team and every department at LPM. Ninety-three percent of our employees shared information for this report, as did our full Board of Directors and the vast majority of our Community Advisory Board. It was presented to our staff and board before we made it public.

In this report, we have chosen to share information about sex and gender, race and ethnicity, and LGBTQ+ status on our staff, Board of Directors and Community Advisory Board. This is not meant to be inclusive of all the elements of DE&I we are examining and working on as an institution. We are also sharing how diversity is represented in our work — through examinations of sources in news stories, voices on air and in our music mixes.

We are sharing this with you because we believe it's important to be honest and transparent about the work we have done and about what lies ahead for LPM to fully achieve our mission. As we said in our [Diversity, Equity and Inclusion statement](#) in July, LPM will be part of the solution — both at our organization and in our community.

We will update this report annually.

A handwritten signature in black ink, appearing to read 'S. George'.

Stephen George
President

Our Community

According to the U.S. Census, the Metropolitan Statistical Area includes approximately 1.3 million people. The listening area of our radio stations includes this 12-county region.

The MSA is 51 percent female. Here is how race and ethnicity are represented in the MSA:

White	76%
Black	14%
Hispanic	5%
Asian	2%
2 or more races	2%

There are approximately 770,000 people living in Jefferson County. The county is 52 percent female. And 4 percent of the population identifies as LGBTQ+.

Here is how race and ethnicity are represented in Jefferson County:

White	67%
Black	21%
Hispanic	6%
Asian	3%
2 or more races	2%

We are choosing to use this population to set our goals for growth, as it represents where the majority of our activities are focused. In our surveys, we used terminology and categorizations that match Census data.

LPM Workforce

In the summer of 2020, we asked our staff to participate in an anonymous, voluntary survey to share demographic information. Ninety-three percent of our staff participated. This includes full- and part-time employees at all levels in the organization; it does not include contractors, who sometimes appear on-air or in other capacities for LPM. They are represented in our analysis of on-air voices.

Sex and Gender Identity

Female	46%
Male	48%
Non-binary/third gender	2%
Prefer not to say	4%

Race and Ethnicity

White	83%
Black	12%
Hispanic	2%
Asian	4%
Native Hawaiian	2%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report. However, we asked the questions separately in the staff survey, which is why in some cases the percentages exceed 100 in total.

LGBTQ+

No	77%
Yes	17%
Prefer not to say	6%

According to the Behavioral Risk Factor Surveillance System and the National Health Interview Survey, approximately 4% of Jefferson County residents identify as lesbian, gay or bisexual. That survey does not include transgender.

LPM Leadership

The following charts include the vice presidents, directors and managers at LPM. These 14 individuals manage the majority of our staff. They oversee budgets, resource allocation, personnel, hiring, news coverage and programming, development, membership, corporate sponsorship, and marketing decisions.

Sex and Gender Identity

Female	50%
Male	50%

Race and Ethnicity

White	79%
Black	21%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report. However, we asked the questions separately in the staff survey, which is why in some cases the percentages exceed 100 in total.

LGBTQ+

No	71%
Yes	21%
Prefer not to say	7%

According to the Behavioral Risk Factor Surveillance System and the National Health Interview Survey, approximately 4% of Jefferson County residents identify as lesbian, gay or bisexual. That survey does not include transgender.

What We're Doing:

We have work to do to become more representative of our community at all levels of the organization, and we are engaged in systemic change to achieve that. Our goal is that our staff represents the demographics of our community — defined by the demographics of Jefferson County — by 2024.

Here is the work that is underway, as well as our goals for growth and change:

- *Hiring:* We have redesigned our hiring and recruiting processes from top to bottom, working internally and with partners to expand our reach into more diverse communities locally and nationally. We carefully examined and then redesigned our job postings. And we established a more inclusive internal hiring process, broadening and diversifying hiring committees.
- *Representative Hiring Practice:* Finalist pools for LPM jobs should match the demographics of our community and must include at least 50 percent women and one Black candidate and/or other person of color.
- *Retention:* A key part of the systemic change we are pursuing at LPM is focusing on employee retention. We have created a new onboarding process, which includes a mentor program to help new employees understand the organization, feel that they belong, and know how to raise their voice at LPM.
- *Pay Equity and Advancement:* We are working with an outside consultant to conduct a compensation equity study for the organization. That will become part of a broader initiative to design a transparent and equitable advancement structure, so that all employees see a career path at LPM from day one.
- *Policy Review:* LPM's staff committee for Diversity, Equity and Inclusion is reviewing the organization's policies and proposing changes to the president and leadership team. This process produced one significant change earlier this year: We adjusted our policy around public expression to allow non-news employees greater flexibility in expressing their views on issues publicly, and we asserted a clear distinction between public expression on humanitarian issues such as racism and sexism, and political or partisan expression.

Newsroom

LPM's news services include 89.3 WFPL News and the Kentucky Center for Investigative Reporting. We are also part of two collaborations: the statewide Kentucky Public Radio Network and the regional Ohio Valley ReSource. Those collaborations are not included in our demographic surveys because they are partnerships with other organizations.

Our newsroom's strategic goal is to be the go-to source for in-depth local news and investigative reporting. To achieve that, our stories must represent the range of individuals and experiences in our city.

In recent years, our newsroom has broadened our coverage to be much more inclusive of people, issues and experiences across different parts of our community. We have created special programming, such as the podcast *Here Today*, which focused on the economic future of west Louisville and the city's predominantly Black neighborhoods; the *Next Louisville* series, which spent a year producing documentaries and shows on race and ethnicity; *Unequal*, a five-part series that looked at Louisville's air pollution and the disproportionate impact on people of color, particularly in lower-income areas of west and south Louisville; *Race Unwrapped*, which explores the hidden ways race shapes our world; and KyCIR's special coverage of disproportionality in the juvenile justice system.

During the summer of 2020, we have put unprecedented resources into reporting on the Breonna Taylor case and its aftermath in our city. We have dedicated our weekly local talk show, *In Conversation*, to the subject many times, including for the first time having two Black women co-host a show on what it's like to be Black in Louisville and Kentucky in 2020.

We have long covered issues associated with systemic racism, such as affordable housing, access to health care, pollution, poverty, felony disenfranchisement and criminal justice reform. But we haven't always identified their place in the broader system that perpetuates racist and exclusionary practices.

We have too few Black journalists and journalists of color on our staff. Of the 25 people who contribute to our newsroom, 12 percent are Black. In total, 20 percent of our newsroom staff are journalists of color. The addition of more Black voices and journalists of color — achieved through improved hiring, recruiting and retention practices — will make our coverage more inclusive and representative.

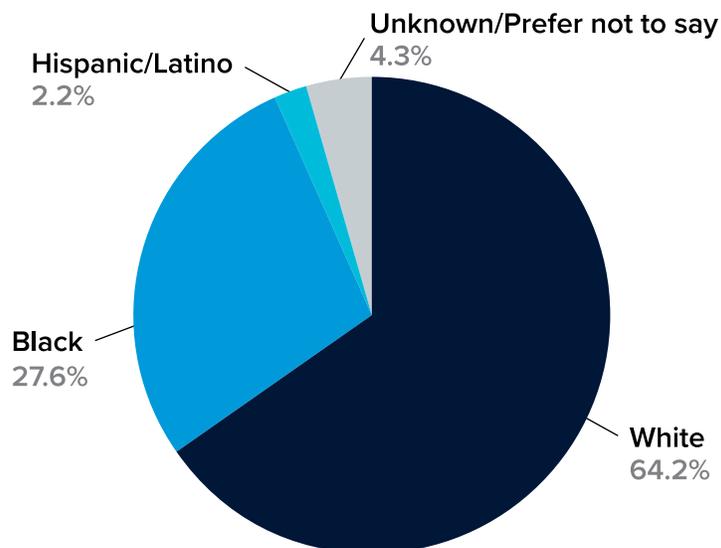
Just over half of our newsroom identifies as male; at present, newsroom leadership is 50 percent female, including the top two newsroom positions: WFPL’s program director and news director.

Sources: We examined representation in our reporting in two key ways: the sources we used in our stories and the voices we put on air.

The following data incorporate 229 stories from both WFPL and KyCIR reporters in 2020. Altogether, these stories used about 630 sources. The data were contributed by the reporters who authored the stories. The sources were asked to self-identify based on the following categories.

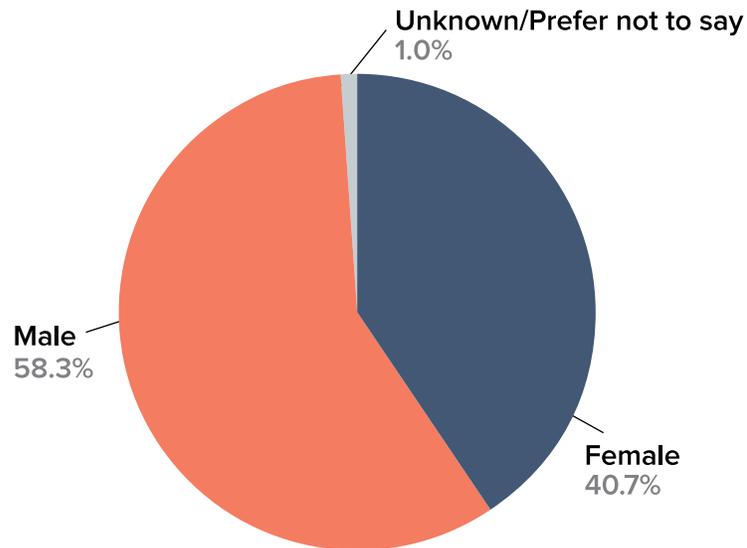
Here is how those sources appear by race and ethnicity:

STORY SOURCES BY RACE AND ETHNICITY



Here is a breakdown by sex:

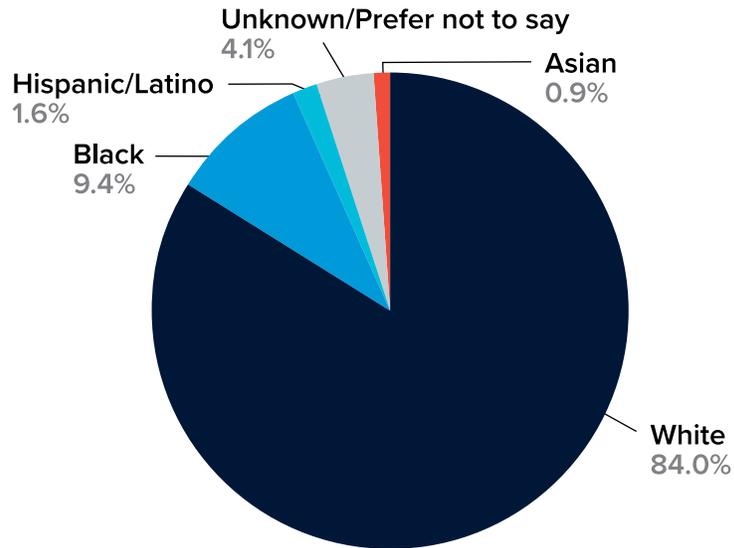
STORY SOURCES BY SEX



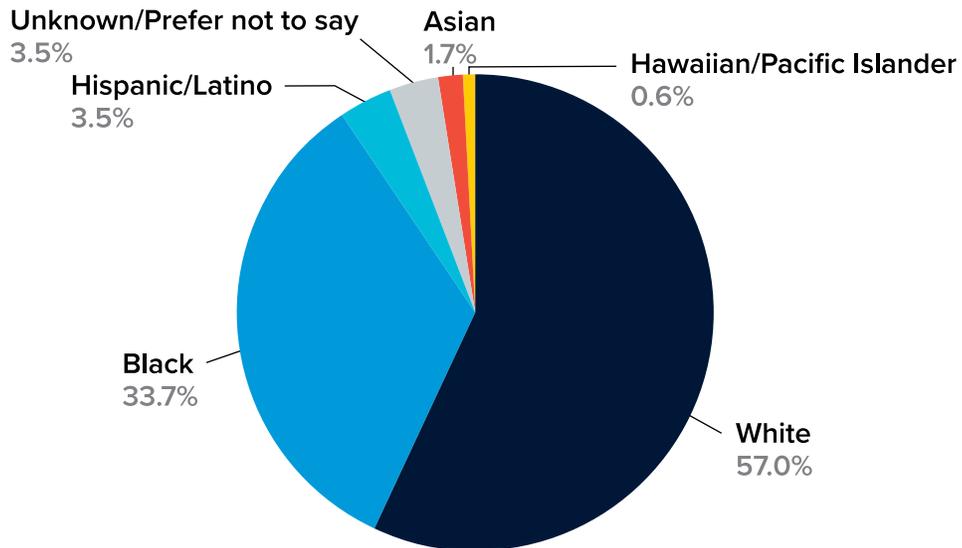
Our sources still trend white (64%) and male (58%). Although our sources aren't just made up of Louisville residents, they're roughly on par with the city's racial and ethnic makeup. Women are underrepresented in our source pool.

One of the factors we asked reporters to track was whether the story has anything to do with race. They could choose "story is not about race," "story is sort of about race" or "story is primarily about race." When the story is "sort of" or "primarily" about race, our reporters are more likely to use non-white sources.

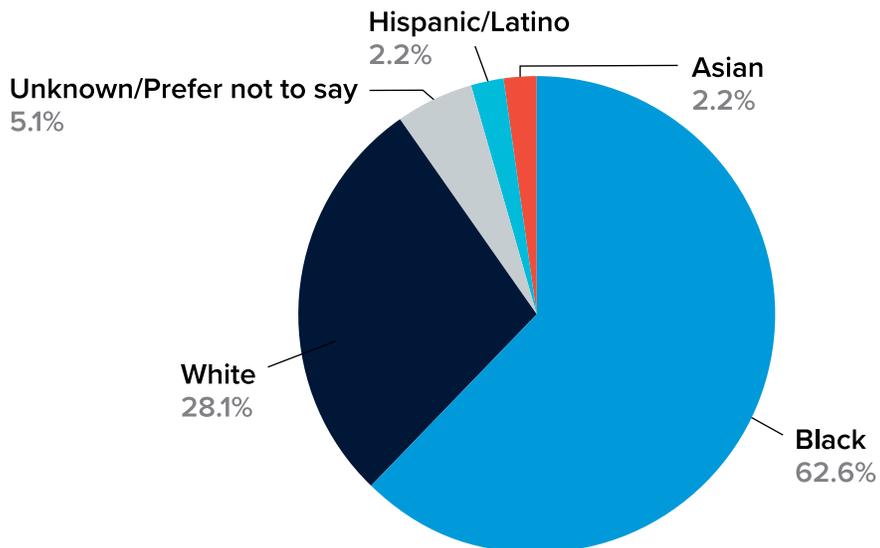
STORY IS NOT ABOUT RACE



STORY IS "SORT OF" ABOUT RACE

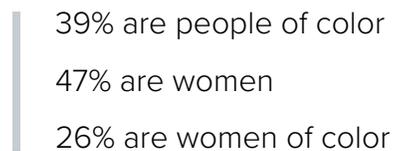


STORY IS PRIMARILY ABOUT RACE



On-air voices: We examined all those hosting regular shows on 89.3 WFPL News, including local and national hosts, from 5 a.m.-9 p.m. daily (excluding the BBC overnight). This includes individuals on staff at WFPL, and hosts from programs distributed by NPR, American Public Media, Public Radio Exchange, and others.

Of the 57 people:



What We're Doing:

We will continue to devote journalistic resources to telling the stories of diverse Louisvillians — both through their own stories and by diversifying our source pool. Our goal is for our source pool to match the demographics of Jefferson County.

- We will hire more Black journalists and journalists of color.
- We will devote more coverage to the stories of Black people and other people of color — through the news of the day and through profiles, such as our “Black Art Matters” series.
- We recognize the necessity of speaking with Black people and people of color about stories that are not just about race, and we need to work harder to find and hear the voices of those sources. We will continue working to diversify our source pool by incorporating more women and people of color, and pushing beyond structural barriers, such as relying on “experts” in fields dominated by males.

90.5 WUOL Classical

The classical format is traditionally not diverse, with a canon being mostly composed of European white men from past centuries. Women and people of color have always been part of classical music, but excluded during their time or after their time because of systematic inequality. We are also the gatekeepers in a racist system. The goal of our work towards equity and inclusion involves a systematic change in what and who we play. This survey is helping us take stock in where we are and where we need to go.

We also acknowledge that the method for gathering data may be flawed, and there may be a different way of expressing diversity. The data are also not a representation of all aspects of diversity, equity and inclusion.

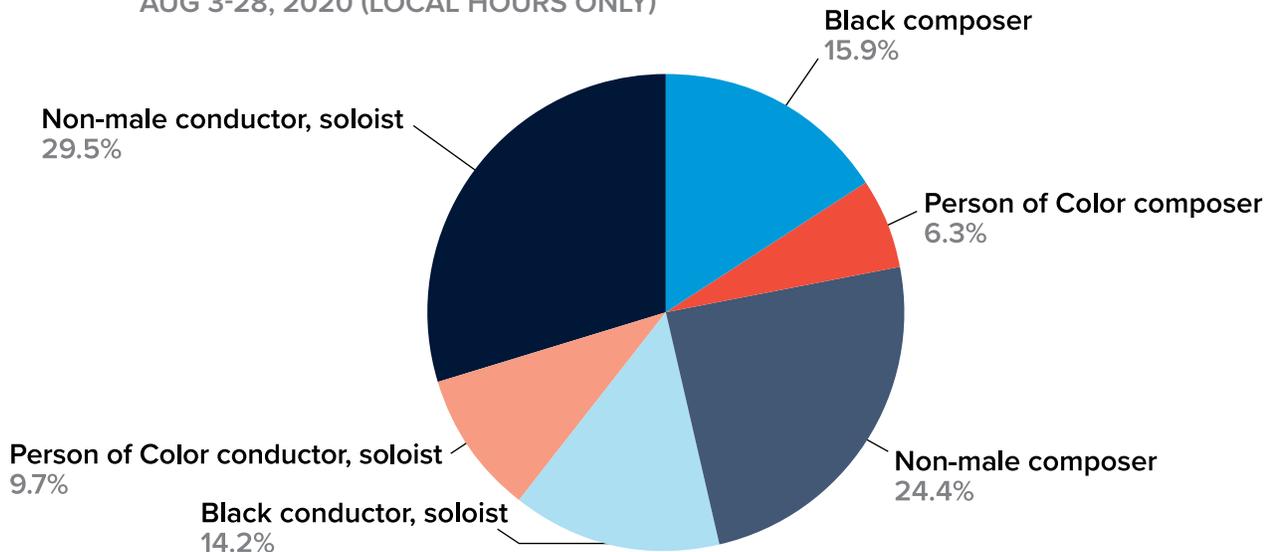
Using the resources at our disposal, the following data were compiled from a survey of August 3-28, 2020 (randomly chosen after broadcast), assigning each piece that originated in a locally hosted hour (not through a syndicated service, i.e. Classical 24, etc.) a point for its representation of non-white and/or non-male. We felt it was important to acknowledge the composer and performer aspect of the music, and we felt it was important to understand not just how many pieces are representative of diversity, but the length of the pieces. Playing a two-minute etude by a Black composer is not equitable to playing a 40-minute symphony by a white composer. We hope to achieve a diverse playlist that is as wide as it is deep.

During the survey period, WUOL played 5,316 minutes of music during locally hosted hours. Of that amount, 1,422 represented one of our criteria for diversity, or about 27% of the total minutes heard by listeners.

Only 8% of the composers represented were Black and about 6% were a person of color; about 24% were non-male.

The conductor and soloist are important leadership and front-facing roles in classical music. About 14% of these were Black, 10% were people of color, and 30% were non-male.

DIVERSITY WITHIN WUOL PLAYLIST AUG 3-28, 2020 (LOCAL HOURS ONLY)



What We're Doing:

- As we move forward, we will seek out music that better reflects our community, while maintaining a commitment to our core sound.
- The music director will create systems that ensure true diversity, equity and inclusion in the music people hear on WUOL.
- We commit to playing more Black composers and educating our community about their lives and work.
- Our work in the community through education initiatives like Instrumental Partners, classroom visits, and free events for families, is another facet of how we will grow and serve a more diverse audience.

91.9 WFPK Independent

WFPK generally follows a Triple A, or Adult Album Alternative, format. Triple A is a traditionally male, white format, and that heritage is reflected clearly in the data. Our hosts also choose their own songs, many of which deviate from the traditional format.

The data represent a two-week period of WFPK programming from August 16-29, 2020 (randomly chosen after broadcast). We worked with five categories and assigned some of the songs to more than one category, which is why some categories do not total 100. For instance, if the group was a duo/trio and each played a prominent role, we assigned categories to all members. If the song was performed by a band, we focused on the lead singer.

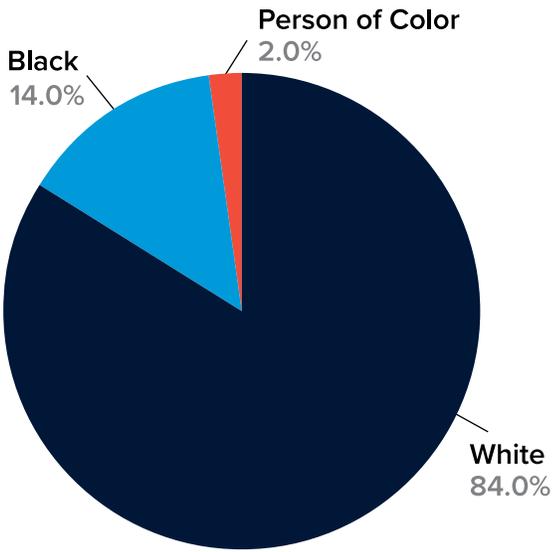
The results are broken out two ways: total songs from the two-week period and Triple A songs only. The Triple A mix follows a mandated playlist with music hosts typically choosing 3-5 songs each hour on their own. Within the playlist is a “new music rotation” of songs in heavy, medium and light. The rest are heritage tracks. Specialty shows offering blues, jazz, bluegrass, etc. are all programmed autonomously.

The gender percentages are somewhat atypical because some bands have both male and female leads.

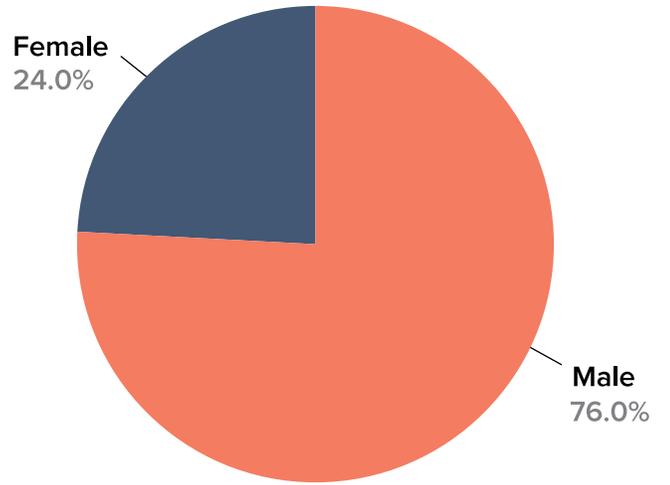
Additionally, for several years, we’ve actively focused on creating equity in our rotation of “currents,” or the new music playlist. Of these 60 songs:

- 50% are by female artists or groups that are fronted by women
- 50% are by male artists or groups that are fronted by men
- 12% are by artists who are Black or other people of color

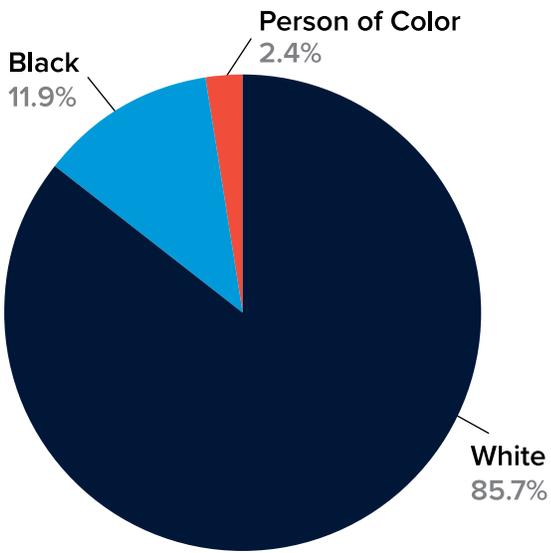
OVERALL



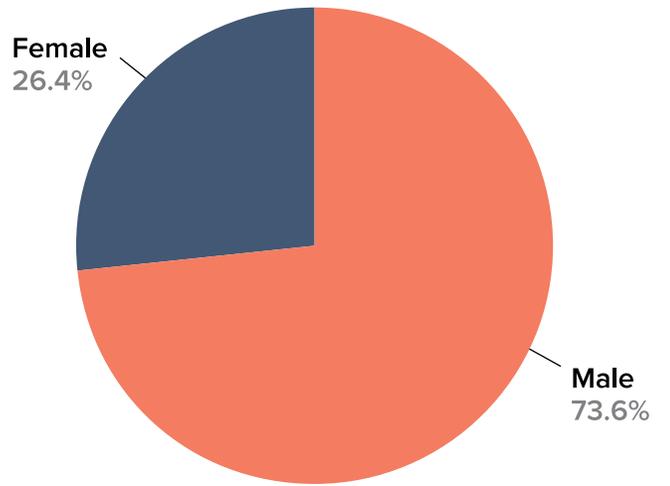
OVERALL



TRIPLE A



TRIPLE A



On-air voices: We are including all regular hosts — WFPK staff, contract hosts and specialty show hosts, as well as the national programming we carry.

Of the 25 people:

16% are Black

16% are female

The vast majority, 84 percent, are male

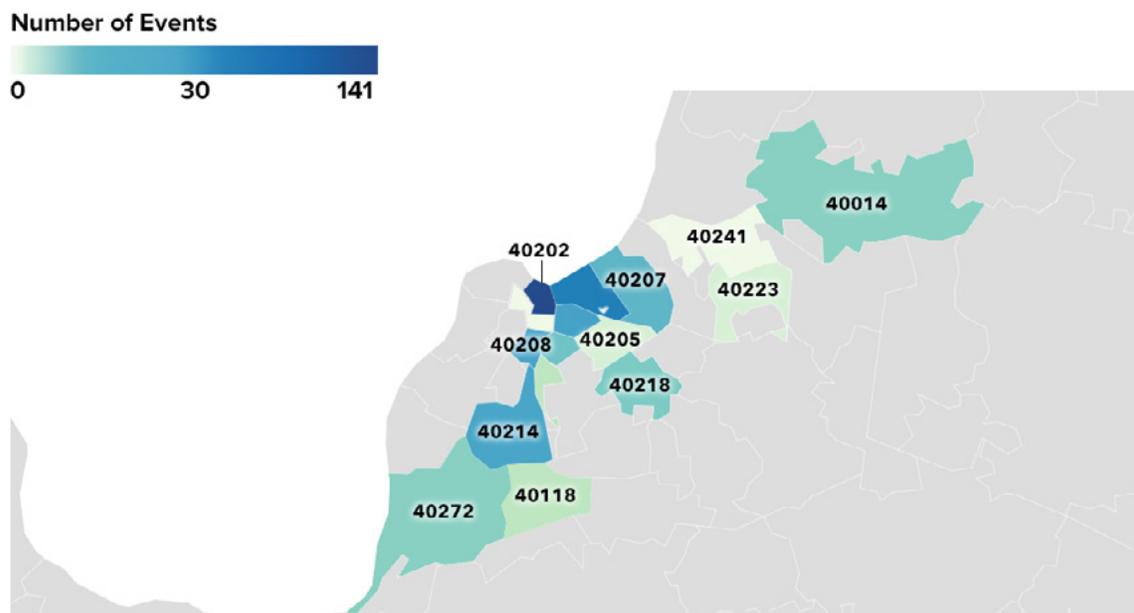
What We're Doing:

- We have begun playing 20% more “current” rotation songs each hour and fewer heritage tracks. This change, along with the addition of a new program specifically focused on women’s music, will lessen the gender gap. Songs from the more balanced “new music rotation” will continue to move out of current rotation and into our “heritage” rotation, also creating more balance. We will do another survey in the spring of 2021 to gauge our progress and set future goals accordingly.
- We added the new two-hour program *Sheroes* in November. It only features music and interviews from female and female-identifying artists.
- We recently added the new two-hour show *Millennium Soul* with Benny Harris, where Neo Soul/R&B and Hip Hop meet Reggae, Afrobeats, Electronic and more.
- We are reviewing the content of some of our specialty programs and will discuss ways to achieve better content balance from our hosts.
- We will do the same with our special features, such as *WFPK Music News* and the *Album of the Week*.
- We will continue using interviews to increase the diversity of voices on air.

Events

One of the main ways we engage with new audiences is by holding or sponsoring events. In FY20 (July 1, 2019-June 30, 2020) we held, or had a sponsored presence at, 262 events across our community. That number was 469 in FY19, before COVID.

One way we track diversity of these events is by the zip code where the event is held. The breakdown from FY20 is below. Because the LPM performance studio is in 40202 and there are a high volume of cultural institutions downtown (Kentucky Performing Arts, Louisville Palace, Mercury Ballroom, etc.), a high number of our events are held in 40202. WFPK is also the sponsor of many shows at Headliners Music Hall, which is why 40206 is the second-highest.



For the purposes of this report, this chart excludes LPM events in zip codes outside of Jefferson County, including in Southern Indiana and other parts of Kentucky.

We also sponsor and/or hold a presence at events that celebrate diversity, equity and/or inclusion, or that may serve audiences outside of our current audience. Previous examples include:

- Americana World Community Center Festival
- Kentuckiana Pride Parade, Concert and Festival
- Juneteenth Jubilee
- JCC Mosaic Awards
- Summerfest in Chickasaw Park
- The Parkland Betterblock Festival
- Interfaith Paths to Peace Interfaith Iftar Dinner
- Latin Music Awards KY

Because of COVID, many of those events were virtual or cancelled this year. Though the pandemic has limited in-person engagement, we are continuing to support or partner with community organizations, many that cater to diverse audiences or create programming that relates to diversity, equity and/or inclusion.

Events that we have supported in FY21 include:

- Frazier History Museum “What is a Vote Worth?” Program
- NPR / WFAE: Founding Mothers Event
- Filson Historical Society: Virtual Polk Lecture: Frederick Douglass
- Give For Good Louisville, a day of community fundraising to support local nonprofits
- Ali Center: Truth Be Told: The Policies that Impacted Black Lives
- Louisville City FC Virtual Conversation: Race in Sports
- Commonwealth Theatre: Virtual Variety Show
- Virtual Moth StorySLAM
- Virtual Latin Music Awards Kentucky
- Leadership Louisville Virtual Lunch
- StageOne “Theatre for Everywhere”
- Kentucky Shakespeare: The Parking Lot *Macbeth*
- Louisville Urban League: Annual Impact Report Virtual Event

What We're Doing:

We will continue to identify ways we can invest in and engage with more diverse audiences and partners virtually, until the time it is safe to do so in person.

- At least 20% of our events and partnerships are directed toward underserved communities, a goal we are on track to meet in 2020.
- We will continue to assess the geographic diversity of our events and sponsorships to ensure we are reaching audiences specifically in west and south Louisville, where there is a higher concentration of Black populations and people of color.

Board of Directors

As a 501(c)(3) community licensee, LPM is governed by a Board of Directors who provide organizational and financial leadership to our company. The LPM Board of Directors acts as stewards of a public trust and must ensure long-term financial stability, sustainable growth and value to the public. As stewards, they are guided by the values of integrity, innovation, respect and quality.

The board is composed of representatives from the community at-large. All 20 LPM board members participated in our demographic survey.

Sex and Gender Identity

Female	45%
Male	50%
Non-binary/third gender	5%

Race and Ethnicity

White	80%
Black	15%
Hispanic	5%
Asian	5%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report. However, we asked the questions separately in the staff survey, which is why in some cases the percentages exceed 100 in total.

LGBTQ+

No	90%
Yes	10%

According to the Behavioral Risk Factor Surveillance System and the National Health Interview Survey, approximately 4% of Jefferson County residents identify as lesbian, gay or bisexual. That survey does not include transgender.

What We're Doing:

LPM's Board of Directors shares the organization's commitment to diversity, equity and inclusion.

- The board contributed to and unanimously approved the organization's 2019 strategic plan, which commits to a three-year investment in diversity, equity and inclusion work — both internal and public-facing, some of which is described in this report.
- The board has and will continue to engage in regular DE&I training via LPM's long-term investment in training and development.
- The board's Diversity, Inclusion and Community Engagement committee has worked closely with leadership to implement our work and goals, including contributing to our [public statement and goals for DE&I](#).
- The board's executive and governance committees are committed to gender, racial, ethnic, age and economic diversity in our recruiting and board leadership development.

Community Advisory Board

The 24 members of LPM’s Community Advisory Board are a diverse group of people who care about our community, come from all over the area, and believe LPM’s music, news and events can connect people and make life in our city better.

LPM strives to be a community commons for ideas, culture and information sharing. Our Advisory Board members give us feedback and guidance on how to best meet that mission. Board members talk with their neighbors, attend our events and work with LPM’s Board of Directors and staff. Like LPM itself, the Advisory Board aims to connect our community.

Sex and Gender Identity

Female	62%
Male	38%

Race and Ethnicity

White	76%
Black	14%
Hispanic	15%
Asian	10%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report. However, we asked the questions separately in the staff survey, which is why in some cases the percentages exceed 100 in total.

LGBTQ+

No	90%
Prefer not to say	10%

According to the Behavioral Risk Factor Surveillance System and the National Health Interview Survey, approximately 4% of Jefferson County residents identify as lesbian, gay or bisexual. That survey does not include transgender.

What We're Doing:

The CAB strongly supports LPM's efforts to be more diverse and inclusive, and has taken deliberate steps during the past several years to become a more diverse group.

- During the past three years, the CAB redesigned its recruitment process and deliberately sought different types of diversity, including racial, ethnic and geographic diversity.
- The CAB seeks to be demographically representative of Jefferson County and will continue working to diversify through targeted recruitment efforts, in coordination with the LPM staff.



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR

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LPM's work on and investment in diversity, equity and inclusion is supported in part by the James Graham Brown Foundation.