



2021 - 2022

ENGAGEMENT OPPORTUNITIES

On Air. Online. In person.

Louisville Public Media serves the people
of our community wherever they are.

91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR

ENGAGEMENT OPPORTUNITIES

89.3 WFPL Hosts National Personalities

WFPL hosts NPR personalities for virtual and in-person events. August's virtual event will feature the creators of the popular NPR podcast *Code Switch* (tent). In October, we welcome NPR correspondent and Louisvillian Allison Aubrey.

Additional events are scheduled for January and April, 2022. Sponsorship of these events includes on-air, LPM newsletter, and social media promotion.



WFPL/KyCIR Local Story Events

Slated for November, February, and May, the WFPL/KyCIR News Team meets up with the community in various locations to engage the public with the story behind the story. Sponsorship of these virtual and live gatherings includes on-air, LPM newsletter, and social media promotion.



WFPL Arts Series

Slated for September, November, January, March, and May, virtual and live events with WFPL Arts reporter Stephanie Wolf will go “behind the curtain” with a wide variety of people who are making a difference in our community’s arts scene. WFPL Arts Events sponsors will receive promotion on-air, in LPM newsletters, and across LPM social media platforms.

**Behind
the Curtain**

LPM Members Only Arts + Culture Series

WFPK Live Lunch®

Thousands of people have enjoyed WFPK’s live shows, including our signature WFPK Live Lunch®, Louisville’s only live, local weekly broadcast, happening Fridays at noon since 2001. WFPK Live Lunch® sponsorship gives you the opportunity to meet and sample with a studio filled with tastemakers, and get talked about on 91.9 WFPK during and for a full week before the show. WFPK Live Lunch® broadcasts resume in January, 2022.



ENGAGEMENT OPPORTUNITIES

WFPK Waterfront Wednesday®

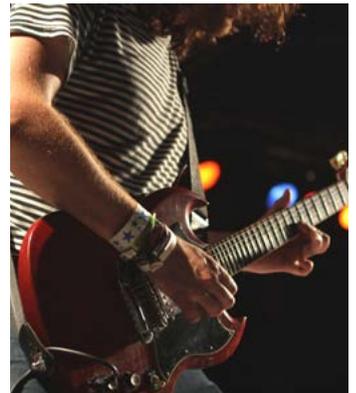
With monthly attendance now averaging 12,000+ people at the larger Big Four Lawn location, WFPK Waterfront Wednesday® was named as a Top 20 Event by Southeast Tourism Society.

WFPK Waterfront Wednesday® is our community's definitive family-oriented face-to-face FREE live music event with the country's hottest rising stars, and offers your business multiple ways to connect with thousands of people in an a safe family setting. The series happens July through September in 2021, and April through September in 2022.



WFPK Members Only Shows

Set to happen in October, November, December, February, March, and May, WFPK Members Only shows give LPM members the rare opportunity to be up close and personal with major national music acts in a wide variety of live and virtual settings.



Member/Donor Partner Perks

LPM Member Perks offer the opportunity for your business to provide LPM members with exclusive access to free tickets and events throughout our community. From Louisville City FC tickets to virtual Humana Festival plays, new perks are offered weekly and promoted in our member newsletters.

