



Report to the Community on Diversity, Equity and Inclusion

December 15, 2021

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Welcome to Louisville Public Media's second annual report to our community on diversity, equity and inclusion. This report is designed to share our work and hold ourselves accountable — to you, our audience and members.

Last year was historic. The rapid spread of COVID-19 and the rallying cry against racism that began playing out everywhere from city streets to boardrooms changed our lives and work forever. Many of us made new commitments to be and do better, including LPM.

As I wrote in [last year's report](#), “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.”

I'm proud to say we've followed up on our commitments during 2021. As you'll see in this report, we are speaking up, speaking out and showing our work. Some of the highlights:

- Hiring was more diverse in 2021, both through LPM's expansion and regular turnover. As shown in the improved staff diversity numbers, new hiring processes have resulted in progress toward our goal of a more representative staff. Of our new hires in 2021, 58% are white, 25% are Black, and 17% are other people of color
- In 2021, LPM completed a comprehensive review of salary equity for every position in the organization. Working with an outside firm, we reviewed and updated every employee's job description, established new pay bands for all positions, and assessed compensation for market competitiveness. To create comparisons, we used a database of more than 2,000 nonprofits and more than 200 for-profit businesses. We found that all but one LPM employee's salary was at least 95% of the market-competitive rate or above, and we ultimately made adjustments

to fewer than 10 salaries as a result of the process. We found no salary disparities between similar roles, and no disparities based on gender, race and ethnicity, or any other demographic status

- LPM's staff committee for Inclusion, Diversity, Equity and Accessibility (IDEA) reviewed the organization's policies and proposed changes to the president and leadership team. We made significant updates to employee policies in 2021, including expanding financial support of professional development; a gender identity policy defining key terms and ensuring an inclusive office environment for all gender identities, including pronouns on official LPM documents; and expansions of parental leave and remote working
- Sourcing in news coverage was more diverse, better reflecting our community's demographic breakdown. We also saw improvements in the diversity of artists played on WFPK, and our podcast operation is significantly more diverse than the community at-large

That doesn't mean we have always gotten it right, nor will we in the future. But we have learned, in the past year or more, that we have to move fast — and that movement must be constant — toward becoming the organization we aspire to be: one where everyone in our community can find themselves and their experiences when they listen, read and look at our work.

As our city works to find its way forward, LPM will keep our commitment to be part of the solution.



Stephen George
President

Our Community

According to the U.S. Census, there are approximately 783,000 people living in Jefferson County. The county is 52% female. And 4 percent of the population identifies as LGBTQ+.

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

White	64%
Black	22%
Asian	4%
2 or more races	7%
Hispanic/Latino	8%

Percentages are rounded to the nearest whole number. We are combining race and ethnicity in one chart for this report.

Although our audience stretches well beyond Jefferson County and Southern Indiana, we are choosing to use Jefferson County's 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

At the time of the survey, there were 62 full- and part-time staff at LPM across all levels in the organization. This report includes all of them; it does not include contractors, who sometimes appear on-air or in other capacities for LPM.

Gender

Female	54%
Male	44%
Non-binary/third gender	1%

Race and Ethnicity

White	82%
Black	15%
Hispanic	2%
Asian	2%
Middle Eastern	2%

Percentages are rounded to the nearest whole number. We are combining race and ethnicity in one chart for this report.

LGBTQ+

No	84%
Yes	16%

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 or other categories.

LPM Leadership

LPM leadership includes two levels: Vice President and Director/Manager. There are 15 individuals at this level of the organization. They oversee budgets and finance, resource allocation, personnel, hiring, news coverage and music programming, development, membership, corporate sponsorship, and marketing decisions.

This is the demographic breakdown of the entire leadership team:

Gender

Female	73%
Male	27%

Race and Ethnicity

White	73%
Black	20%
Asian	7%

Percentages are rounded to the nearest whole number. We are combining race and ethnicity in one chart for this report.

LGBTQ+

No	80%
Yes	20%

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 or other categories.

Vice President is the highest level of operational leadership at LPM. The VPs report to the president and manage the major functions, resources and services of the organization. This is the breakdown of the VPs:

Gender

Female	50%
Male	50%

Race and Ethnicity

White	67%
Black	33%

Percentages are rounded to the nearest whole number. We are combining race and ethnicity in one chart for this report.

LGBTQ+

No	83%
Yes	17%

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 or other categories

What We're Doing:

Our goal is that our staff represents the demographics of our community — defined by the demographics of Jefferson County — by 2024. We have made progress toward that goal in the past year, adding more employees who identify as Black or people of color, and more women. Overall, Black employees as a percentage of the full staff increased from 12% to 15%, and women now make up 54% of our staff. White employees went from 84% of the whole last year to 82% this year. Asian employees dropped from 4% to 2%.

We have made significant progress in diversifying our leadership team through both hiring and promotion. Last year, leadership was 50/50 male-female; this year, it is 73% female. Last year, leadership was 79% white; this year, it is 73%.

Updated Census figures show growth in Hispanic residents in Jefferson County; LPM must prioritize recruiting and hiring more Black employees and Hispanic and Latinx employees to meet our goal. LPM must also focus on bringing Hispanic and Latinx employees into leadership roles.

Last year, we set organizational goals to support diversifying our team. Here is how we've performed and what we're planning for the coming year:

- *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 that includes broadening and diversifying hiring committees
 - **Result:** Hiring was more diverse in 2021, both through LPM's expansion and regular turnover. As shown in the improved staff diversity numbers, new hiring processes have resulted in progress toward our goal of a more representative staff. Of our new hires in 2021, 58% are white, 25% are Black, and 17% are other people of color
 - **What's next:** Even with these changes, we have found that hiring diverse talent is challenging. We must work to build deeper relationships in and around our industry year-round so that when the time comes to post a position, we can start with a strong pool of candidates

- *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
 - **Result:** Nearly all hiring processes met this requirement in 2021. Where processes did not, it was a result of finalist pools that were too small to show meaningful diversity
 - **What's next:** This policy change has produced a positive result, so we will continue it. It is also directional and dependent on large candidate pools, meaning its success flows from the success of the previous bullet point

- *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
 - **Result:** Employee turnover in 2021 was less than half of what it was in 2020. Of the five employees who left, four were white and one was a person of color
 - **What's next:** Continue building employee retention through an intentional culture of support and professional nourishment

- *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 can see a career path at LPM from day one
 - **Result:** In 2021, LPM completed a comprehensive review of salary equity for every position in the organization. Working with an outside firm, we reviewed and updated every employee's job description, established new pay bands for all positions, and assessed compensation for market competitiveness. To create comparisons, we used a database of more than 2,000 nonprofits and more than 200 for-profit businesses. We made adjustments to less than 10

salaries as a result of the process, which found that all but one LPM employee's salary was at least 95% of the market-competitive rate or above. We found no salary disparities between similar roles, and no disparities based on gender, race and ethnicity, or any other demographic status

- o **What's next:** LPM leadership and the Board of Directors have used this study to support the creation of a new compensation philosophy at LPM. We will use that and the study to create a new internal review system and establish clear pathways for employees to advance within the organization — both in terms of salary and job responsibilities
- *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 in 2020: 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
 - o **Result:** We made significant updates to employee policies in 2021. They include:
 - » **Professional Development:** LPM now covers the full cost of one professional development exercise for every employee annually. These can be trainings, conferences, etc.
 - » **Professional Membership:** LPM now covers the cost of one professional membership per employee annually
 - » **Gender Identity:** We've added a Gender Identity policy defining key terms and ensuring an inclusive office environment for all gender identities, including pronouns on official LPM documents

- » **Parental Leave:** We've updated this policy so that employees taking parental leave don't have to use up their PTO and/or vacation time as part of their leave. Employees receive 12 paid weeks off for parental leave
- » **Bereavement Leave:** We've updated this policy to include loss of pregnancy
- » **Remote Work:** We are continuing to provide employees flexibility in where and when they work
- o **What's next:** The staff DE&I committee will continue reviewing policy and work with LPM leadership to implement changes when needed

Newsroom

As our area's need for diligent journalism that delivers context and nuance expands, so has our newsroom. In 2021, we added seven new colleagues; many of those positions are part of the [WFPL newsroom expansion](#). And Amina Elahi, formerly city government and politics reporter, now leads WFPL's City Team.

The newsroom is larger and more diverse than it's ever been. We've welcomed staff who bring strength in many different arenas: audio journalism, hosting, print journalism, local expertise, deep sourcing, beat experience. Beyond that, their unique perspectives sharpen our editorial decision-making on a daily basis.

Although we have made progress in the past year, we still have too few Black journalists and journalists of color on our staff. In our newsroom, 78% of our journalists are white, 13% are Black, 4% are Asian, 4% are Hispanic, and 4% are Middle Eastern. Our investigative team is currently composed of all white journalists.

The addition of more Black voices and journalists of color — achieved through hiring, recruiting and retention practices — will make our coverage more inclusive and representative.

Of the journalists in our newsroom, 52% identify as female, 43% male and 4% non-binary.

As we emerged from the traumatic year that 2020 was, we asked ourselves what kind of institution we are promising to be. We have made inroads on our goal to be the go-to source for in-depth local news and investigative reporting. We've also hired and promoted leaders who are committed to delivering excellent journalism in an excellent culture.

We've spent time strategizing around what we learned in 2020. We were in more direct contact with a wider and more diverse swath of our audience than ever before, as our reporters and editors stayed up all hours to cover protests, arrests, sit-ins and cultural changes across the city.

We will keep that spirit of direct response and direct conversation with our community. We've also made decisions on what not to cover, so that when we do commit, we're providing context and nuance.

You've seen the work in the series that covered [the year since Breonna Taylor](#) was shot and killed by a Louisville Metro Police officer, in longform reflections on the [first COVID-19 case](#) and the first hospital to treat it in Kentucky, and in continuous reporting on [how Louisville responded to the shooting of Tyree Smith](#), the 16-year-old student killed while waiting for the bus to Eastern High School.

Kentucky Center for Investigative Reporting spent the year reporting and producing the second season of our podcast, *Dig*, which exposed and explained the empty promises the Louisville Metro Police Department has made to Black communities for years. The investigative team also zeroed in on conditions and costs of life behind bars in Kentucky, where those incarcerated are disproportionately Black.

Our community expects our reporting to reflect the full range of what it's like to live, learn and work in our region. That includes joy. You've heard it in reporting from the [Kentucky State Fair](#), in [dispatches from Mainz, Germany](#), Louisville's sister city, and in [a heroic canine journey](#) that captured the attention of the whole community.

Sources: The diversity of our sourcing is paramount to the success of our newsroom. We have adapted the source tracker that we used for this report in 2020 to ensure that we are capturing more data — about the people we talk to for our stories and more accurate data — than we did last year.

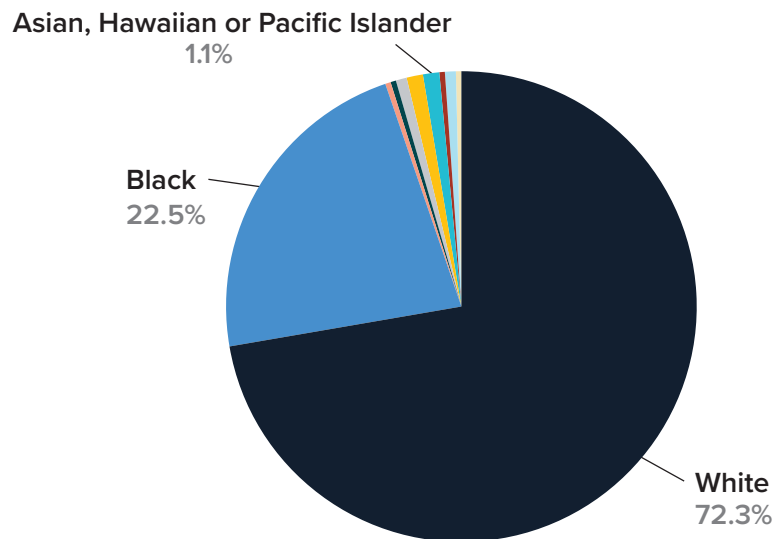
When the source tracker is a tool that is easily integrated into our editorial workflow, we see more consistent, dependable data. Our first goal is to have an accurate reflection of how we've done in our goal to diversify our sourcing. This tool achieves that. It has also challenged our reporters and editors to think about new and diverse sources at the very beginning of the reporting process.

This year we tracked racial and ethnic, gender and location diversity.

The data below represents source tracking from Sept. 20-Nov. 29, 2021. It is a total of 267 sources from at least 100 unique reports or talk show segments from *In Conversation*. It is not exhaustive data, and there may be sources or stories not represented. Sources have the option to decline to answer questions about their demographic information. When we ask them to share their identity data, we tell sources that it will be used in aggregate as shown below. We do not share individual data.

Race/ethnicity includes the following categories: White; Black/African-American; Latino/Latinx; Biracial/Multiracial; Asian, Hawaiian or Pacific Islander; South Asian; American Indian/Native American; Middle Eastern or North African; Prefer not to say. We've requested that sources select all that apply to their racial and ethnic identity and also allow them to input data not listed in the categories above.

STORY SOURCES BY RACE AND ETHNICITY

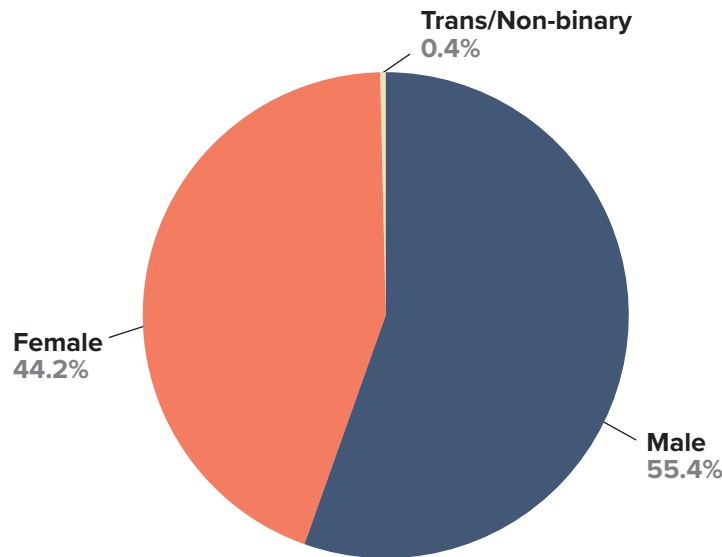


In the time frame reflected, we have reached 22.5% Black or African-American sourcing, which is reflective of Jefferson County's population. Our sources are still majority white, however, and we have work to do to represent other marginalized groups who make Louisville and Southern Indiana the unique places they are.

Because of the nature of his beat as Capitol bureau chief, Ryland Barton covers news from lawmakers in Frankfort that represents the entire state of Kentucky. It is, on the whole, less diverse than Louisville Metro. Additionally, the racial, ethnic and gender makeup of the Kentucky General Assembly is more homogenous. This is reflected in the sourcing data.

Gender identity includes the following categories: Male, Female, Trans/non-binary, Genderqueer, Prefer not to say. It also requests that sources check all that apply and provides a space to input additional identity data.

STORY SOURCES BY GENDER IDENTITY



We've made progress on including more female sources in our work. We also added specificity and more categories to the gender section of the tracker. We will continue to push beyond majority male sourcing that is not reflective of our community.

Finally, the tracker asks for the ZIP code of the source’s home address. We are committed to reaching every ZIP code in our coverage region more than we have historically.

It’s thrilling to see a wide variety of ZIP codes represented, and we will continue to push to make this data more meaningful as we collect it and more intentional as we assign stories and decide on coverage.

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.

Our research was limited to publicly available biographical information.

Of the 65 hosts counted:

42% are people of color, 6% unknown*

48% are women

26% are women of color

**Although the U.S. Census counts certain Middle Eastern backgrounds as white, some people who are of those ethnicities find that classification limiting (some even find it problematic). Therefore in this year’s data, we listed those hosts as “unknown” rather than taking a position on whether Middle Eastern people should be considered people of color or not.*

STORY SOURCES ZIP CODES

01238	40291
10012	40299
11106	40324
11220	40330
19096	40347
20006	40356
20814	40403
22201	40447
30022	40461
40047	40505
40056	40507
40059	40508
40071	40509
40108	40511
40118	40517
40143	40536
40165	40601
40202	40602
40203	40701
40204	40962
40205	40965
40206	41015
40207	41017
40209	41048
40211	41071
40212	41091
40213	41094
40214	41311
40215	41501
40216	41858
40217	42025
40219	42653
40220	42718
40222	42748
40223	47106
40225	47119
40228	47124
40229	47130
40241	47136
40245	47150
40256	50264
40258	94109
40271	

What We're Doing:

The source tracker will continue to be an integral part of our daily news operation as well as our long term goals as a newsroom.

- Last year, we asked if a story was related to race. We did this to help ensure we weren't only using diverse sources when it came to stories focused on race. This year, we decided not to include that designation with the thinking that it's our responsibility and our mission to have diverse sourcing regardless of the focus of the reporting
- We will continue to challenge traditional journalism norms as they relate to style decisions. Language evolves with culture, and our language should be no exception
- As in-person professional gatherings start again, we will ensure that WFPL is well-represented to build and strengthen networks with potential staff who come from backgrounds that are often left out of the public media landscape. This work is ongoing. Posting a job is the last step in diverse and equitable hiring
- When we ask for information from members of our community who do not have trust in local media, we'll clarify how that information will be used and where they can expect to see and hear it
- We will use the U.S. Census categories as a starting point to analyze identity but also incorporate different or additional categories that show a fuller and more accurate picture of the diverse community we serve.
- We will create paid focus groups of West End residents to learn more about how they consume news, then use that information to improve our products and services to better include West End residents and neighborhoods

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 systemic 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.

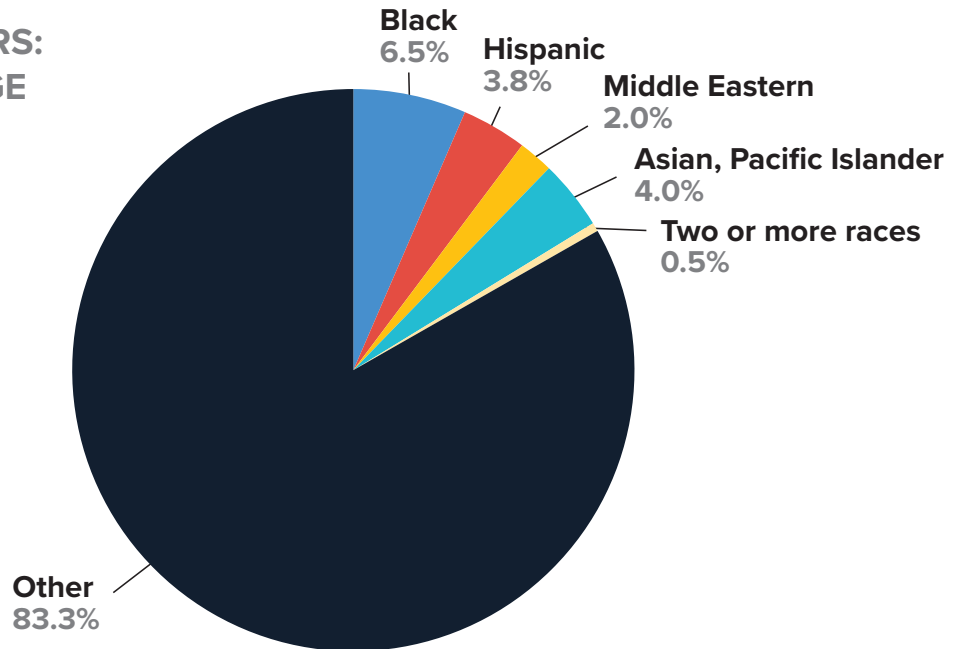
We also acknowledge that the method for gathering data may be flawed, and there may be a different way of expressing diversity. This data is also not a representation of all aspects of diversity, equity and inclusion.

Using the resources at our disposal, the following data were compiled from a survey of Oct. 4-15, 2021, 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 a diversity attribute. 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. The attributes we used in this year’s survey mirror the demographic categories used in this same report on page 1, from the U.S. Census, with an additional category for indigenous composers. In the charts, “Other” refers to white and all other races not listed.

DIVERSITY WITHIN WUOL PLAYLIST

**PERFORMERS:
PERCENTAGE
OF SPINS**



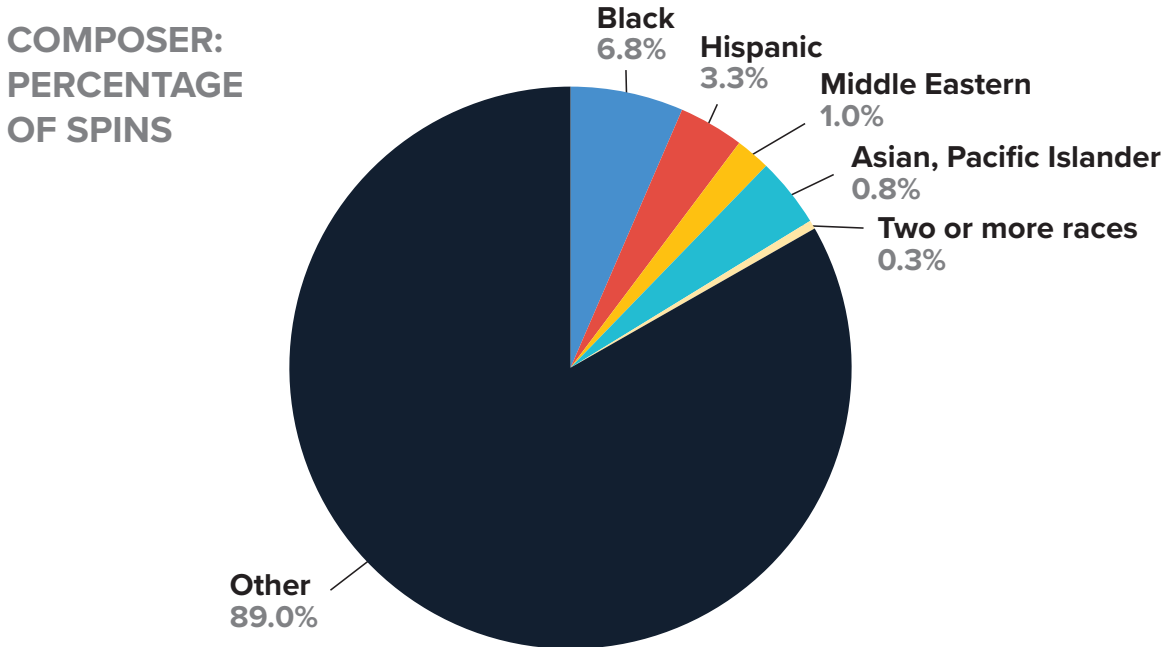
Gender diversity in this report is narrowly expressed as “Women/Female.” The role and contributions of women have been intentionally repressed or explicitly excluded from this art form, and we felt it was important to account for this. We’ve also made assumptions based on historic or contemporary information regarding gender identity. This report does not account for the various forms of gender identity, a data point that can be difficult to obtain and one that can be highly private and/or personal. For this same reason, we have not attempted to capture sexuality.

A final caveat: In 2021, we began using a new programming system and measured the music that aired in a different way than last year. As we continue to improve our programming methods, these numbers will change to reflect more diversity, equity and inclusion.

As measured during this survey period of two weeks, approximately 21% of total time played represented a diverse attribute. Almost 7% of the composers played were Black and 9% were women.

The chart below represents the proportion of “spins” (not the length of pieces played).

DIVERSITY WITHIN WUOL PLAYLIST



What We’re Doing:

- We will continue to refine our playlist and library to grow the available music at our disposal
- We are refining the back end of our music scheduling system to build a new “system” where our organizational efforts around DE&I are primary
- We continue to 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 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 still reflected in the data. But we're intentionally working toward more diversity.

The following data represents a one-week period of WFPK programming from Oct. 30-Nov. 5, 2021 (randomly chosen after broadcast). We worked with nine 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 performer played a prominent role, we assigned categories to all members. If the song was performed by a band, we focused on the lead singer because that person is most visible and representative to the audience.

The results are broken out two ways: total songs from the one-week period and Triple A songs only. The Triple A mix follows a mandated playlist constructed by the Music Director and approved by WFPK's Program Director. Hosts typically choose 3-5 songs each hour on their own as well. Within the playlist is a "new music rotation" of songs in Heavy (18-22 weekly spins), Medium (15-17 weekly spins) and Light (9-14 weekly spins). The rest are heritage tracks. Specialty shows offering blues, jazz, bluegrass, etc. are all programmed autonomously.

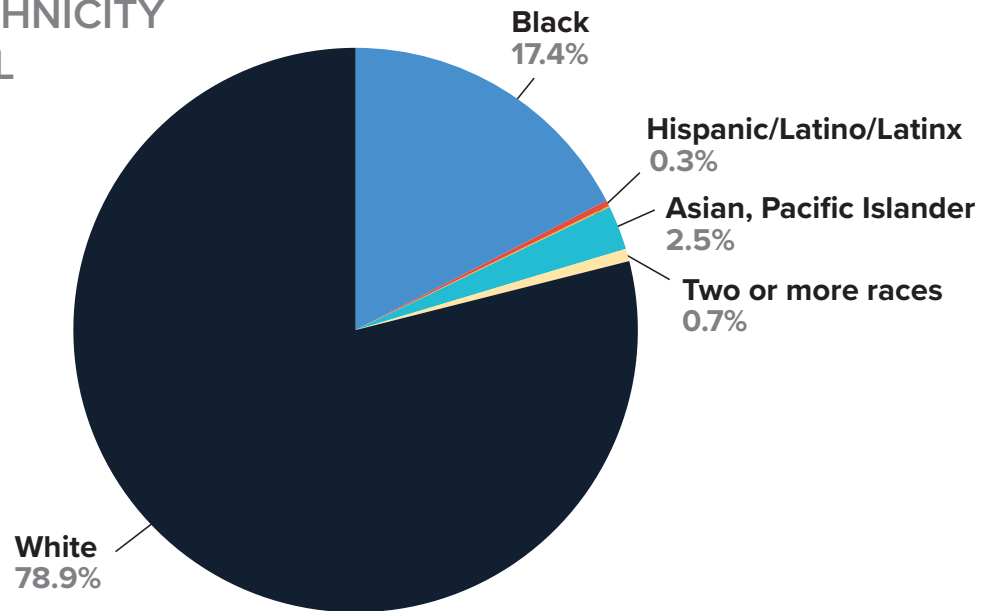
The gender percentages are somewhat atypical because some bands have both male and female leads. We limited our examination of gender to male/female because we were using only publicly available confirmation of gender and did not make assumptions about artists' identities beyond that.

Since our last report in December 2020, we've continued to intentionally focus on creating equity in our rotation of "currents," or the new music playlist. Of these 48 songs:

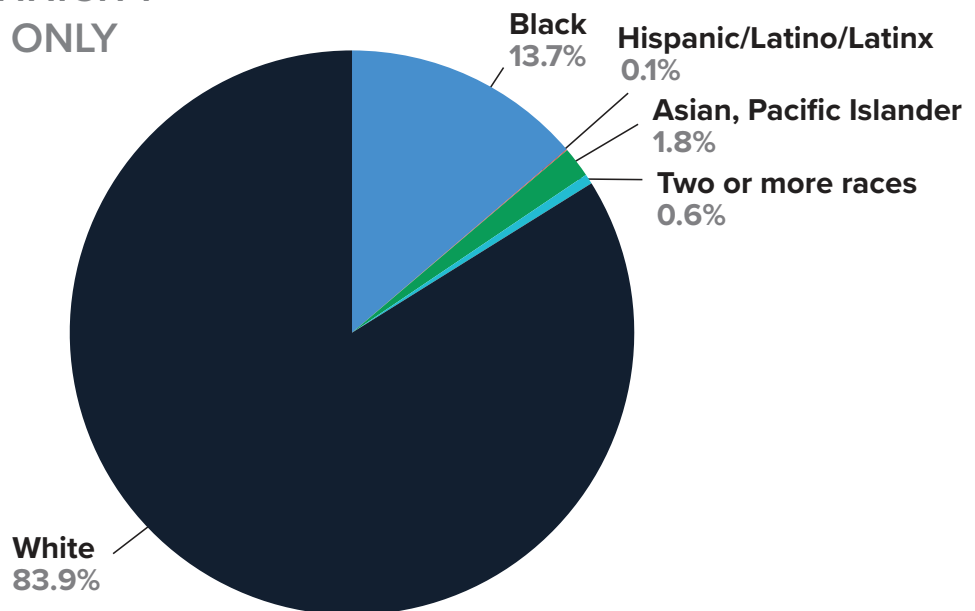
- 50% are by female artists or groups that are fronted by women (up 7%)
- 50% are by male artists or groups that are fronted by men (down 6%)
- 21% are by artists who are Black or people of color (up 9%)

DIVERSITY WITHIN WFPK PLAYLIST

RACE/ETHNICITY OVERALL

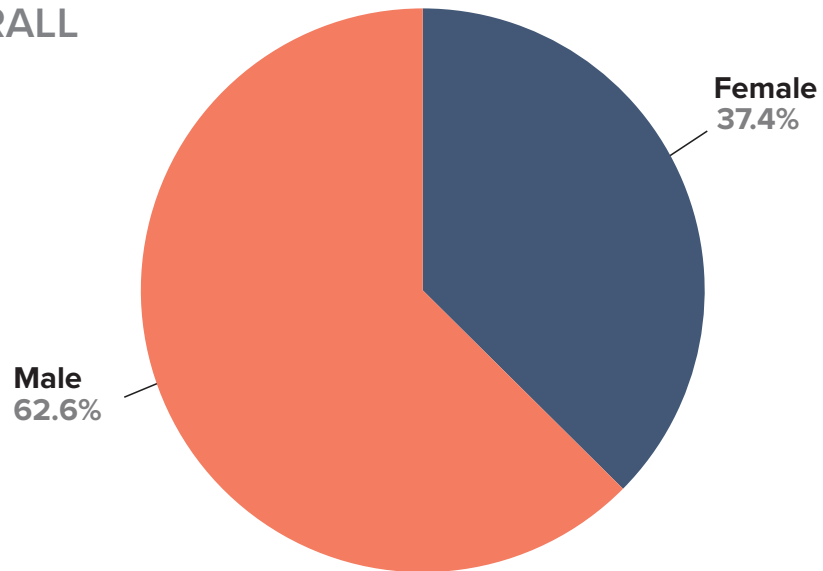


RACE/ETHNICITY TRIPLE A ONLY

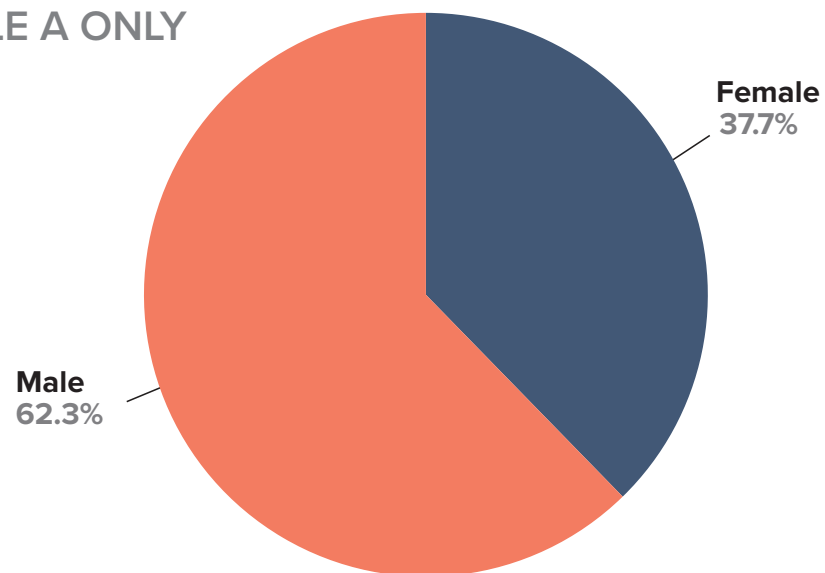


DIVERSITY WITHIN WFPK PLAYLIST

GENDER OVERALL



GENDER TRIPLE A ONLY



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 23 people:

- 17% are Black (up 1%)
- 22% are female (up 6%)
- The majority, 78%, are male (down 6%)

What We're Doing:

- We will continue to seek out music that better reflects the diversity of our local community. Our overall goal by 2024 is to match the Louisville/ Jefferson County demographics in LPM's stated metrics
- We will continue to seek out music that better reflects the diversity of artists outside our own community
- We commit to celebrating the diversity in and outside our own community at special events like *WFPK Waterfront Wednesday*®. Of the 18 acts booked for the 2021 season:
 - 28% were Black or people of color (up 6% from 2019)
 - 39% were female (remained the same as 2019)
 - 61% were male (remained the same as 2019)
- We will continue using on-air interviews to increase the diversity of voices on air

Podcasts

In 2021, we launched our first-ever Podcast Incubator. The program is designed to make the medium accessible to people in our community who have great ideas but aren't sure how to make them happen: People who can't afford studio time or attend all-day training sessions. People who don't usually see themselves represented in public media. We're particularly interested in shows made by and for people of color, LGBTQ+ folks, immigrants and people of marginalized genders.

We also launched a new podcast distribution system. LPM podcast distribution partnerships are designed for people who are already producing their show and want LPM to handle the logistics of getting them out into the world. Under this model, you submit finished episodes, and we publish them on the podcast apps, on our website and on NPR.org.

And, of course, we make our own podcasts in-house.

LPM produced a total of 11 podcasts in 2021, and distributed 5 podcasts that were produced by members of our community. Here's who created LPM's in-house podcasts in 2021:

LPM podcast creators by gender:

Female	60.9%
Male	39.1%
Non-Binary	0%

LPM podcast creators by race:

White	56.5%
Black	26.1%
Asian	17.4%

LPM podcast creators by LGBTQ+ identity:

Yes	17.4%
No	69.6%
Unknown	13.0%

Here are our distribution partners, who are making their own shows that LPM distributes (*Note: in 2021 we did not ask distribution partners to share whether they're LGBTQ+*):

Distribution partners by gender:

Female	57.1%
Male	42.9%
Non-binary	0%

Distribution partners by race:

White	71.4%
Black	14.3%
Latinx	14.3%

We recognize that our community should feel reflected in the public-facing voices of our podcast hosts. We collected data on who you'll hear hosting LPM podcasts:

LPM podcast hosts by gender:

Female	50%
Male	50%
Non-binary	0%

LPM podcast hosts by race:

White	56.3%
Black	31.3%
Asian	12.5%

LPM podcast hosts by LGBTQ+ identity:

Yes	18.8%
No	62.5%
Unknown	18.8%

Taken as a whole, this is who you'll hear hosting LPM podcasts and shows produced by distribution partners:

All podcast hosts by gender:

Female	50%
Male	50%
Non-binary	0%

All podcast hosts by race:

White	59.1%
Black	27.3%
Latinx	4.5%
Asian	9.1%

What We're Doing:

- We will continue to use the incubator to develop shows created by members of our community from underrepresented demographic groups. Three new shows are currently in development as part of the LPM Podcast Incubator and are scheduled to launch in 2022. Of those creators, 66.7% are Black and 33.3% are white. 83.3% are women and 16.7% are men
- We will continue to partner with community members who are already producing podcasts to explore distribution partnerships. These partnerships include free consultations on content and marketing promotion across LPM platforms and ongoing communication and support.
- We will start asking our distribution partners and incubator participants to complete a demographic survey that includes LGBTQ+ identity

Events

In 2021, we set the following goals:

- We will continue to identify ways we can invest in and engage with more diverse audiences and partners virtually, until the time is safe to do so in person
- At least 20% of our events and partnerships are directed toward underserved communities
- 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

One of the main ways we engage with new audiences is by holding or sponsoring events. In FY21 (July 1, 2020-June 30, 2021) we held, or had a sponsored presence at 91 events, both virtual and in-person. That number was 469 in FY19, before COVID. Clearly, the pandemic continues to affect opportunities to meet our events and sponsorships goals, but virtual events also opened doors to reaching people in new and different ways.

We continue to seek opportunities to support or partner with community organizations that cater to and serve diverse audiences or create programming that relates to diversity, equity and/or inclusion.

Sample events that we supported over the past year included:

- *Muhammad Ali Center: "I AM ALI" Festival*
- *Louisville Jewish Film Festival*
- *JFCS MOSAIC Awards*
- *Ali Center: Truth Be Told: The Policies that Impacted Black Lives*
- *Kentucky Derby Museum's Black Heritage in Racing Exhibition*
- *Latin Music Awards Kentucky*
- *Louisville Urban League: Annual Impact Report Event*
- *LCCC and the West Louisville Economic Mobility Summit*

Last year, we set a goal to have 20% of our events directed toward underserved communities. Markers of success included more diversity among the speakers, presenters, and others highlighted in our and partner events. In non-COVID times we would also focus heavily on the physical location of events. In order to track progress toward the intent of our goal, we looked at the following metrics, based on 171 LPM-sponsored events and 16 LPM-hosted events:

- 37% of LPM-sponsored events feature a female or non-binary speaker or speaker/artist of color
- 37% of the organizations we partnered with had missions directly tied to diversity, equity and/or inclusion, or serving underserved populations
- 12% of LPM-sponsored events celebrated, highlighted or discussed aspects of diversity, equity and inclusion
- 24 unique zip codes were represented for in-person events, compared to 11 last calendar year
 - o 18 events were held in South or West Louisville

LPM Events and Staff Community Engagement:

Of the six WFPL-hosted virtual conversations in 2021, four were with BIPOC speakers and guests, including NPR's Ayesha Rascoe, NPR *Throughline's* Ramtin Arablouei and Rund Abdelfatah, and St. Clair Detrick-Jules, an Afro-Caribbean filmmaker and photographer.

WFPK Waterfront Wednesday® featured BIPOC artists, including The Mavericks, Christone "Kingfish" Ingram and The Jesse Lees. Two events featuring Dawn Richard and Kiana and the Sun Kings, both women of color, had to be canceled due to COVID.

WUOL held one virtual conversation and then five hybrid events through the *New Lens* series. Of those events, three featured women and one featured a person of color.

In addition to hosting and sponsoring events, LPM employees strive to participate in community events* that support our DE&I goals. For example, WFPL's Michelle Tyrene Johnson moderated a panel discussing the Urban League movement — past, present, and future. WFPK program director Stacy Owen served as a panelist for FairPlay, a coalition of music lovers committed to ending systemic racism and building frameworks of access, advocacy and support for Black voices throughout the music industry. And President Stephen George, who has participated in more than a dozen calls with other public media leaders to discuss advancing DE&I in the system, is a member of [Public Media For All's](#) cohort for leaders.

**Participation in these opportunities are not included in event or sponsorship total.*

What We're Doing:

- We will continue to identify ways we can invest in and engage with more diverse audiences and partners virtually and in person. This includes developing and deepening partnerships with organizations that reach Black populations and people of color, non-native English speakers, and those with disabilities
- LPM will aim to feature a female or non-binary speaker/act or speaker/artist of color in 40% of the events we support with sponsorship
- We will sponsor no fewer than 30 events that celebrate, highlight or discuss aspects of diversity, equity and inclusion
- LPM will aim to increase partnerships with organizations whose mission is directly tied to DE&I or serving underserved populations. We will increase this from 12% to 15% in 2022
- We will continue to assess the geographic diversity of our events and sponsorships to strive to reach all areas of our community, with specific emphasis on south and west Louisville
- We will work with the staff DE&I committee to create programming and events that celebrate and amplify voices of diverse Louisville neighborhoods and communities
- We will continue exploring ways to diversify the audience of our signature events, such as *WFPK Waterfront Wednesday*®

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

Sex and Gender Identity

Female	40%
Male	55%
Non-binary/third gender	5%

Race and Ethnicity

White	65%
Black	20%
Hispanic	10%
Asian	5%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report.

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.

What We're Doing:

- 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, Equity and Inclusion Committee has worked closely with leadership to implement our work and goals, including contributing to our [public statement and goals for DE&I](#). The committee expanded its membership and is revising its mission statement to reflect its need to align with the LPM staff on matters of diversity, equity and inclusion
- The board's executive and governance committees are committed to gender, racial, ethnic, age and economic diversity in our recruiting and board leadership development
 - o The Executive Committee updated its membership to add racial diversity
 - o The Governance Committee is revising its approach to recruitment to add more diversity across many areas, including race and ethnicity, gender, location and expertise

Community Advisory Board

Twenty members of LPM’s Community Advisory Board filled out our survey. CAB members 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. In this year’s data, 17 unique zip codes are represented.

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	65%
Male	30%
Non-binary/third gender	5%

Race and Ethnicity

White	70%
Black	20%
Hispanic	5%
Asian	5%
American Indian	5%

Percentages are rounded up. We are combining race and ethnicity in one chart for this report.

LGBTQ+

No	85%
Prefer not to say	15%

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.

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 four 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.