



Report to the Community on Diversity, Equity and Inclusion

December 2022

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Welcome to our third annual Report to the Community on Diversity, Equity and Inclusion. In the pages that follow, we share our goals, progress and plans to become a more equitable and inclusive organization.

LPM is building a culture of diversity, equity and inclusion intended to embody, reflect and celebrate our community, making our work richer and more resonant. We seek out and embrace people of all races, ethnicities and origins, heritages, characteristics and circumstances with intention in our work. Therefore, our staff, Board of Directors and Community Advisory Board must fully represent the community we serve.

We continue to make progress toward our 2024 goal of a staff, Board and Community Advisory Board that match the demographics of our city. During the past year, LPM full- and part-time staff went from 82% white to 76%, and from 15% Black to 16%. We have 3% staff identifying as Middle Eastern, 2% identifying as Asian, and 3% Hispanic/Latino. For comparison, Jefferson County is 68% white, 24% Black, 3% Asian, 4% two or more races, and 6% Hispanic/Latino.

As you will also see in this report:

- Our leadership team continues to diversify. Of our 20 managers and vice presidents, 70% are white, 25% are Black, and 5% are Asian. Fifty-five percent identify as female and 45% as male. Twenty-five percent identify as LGBTQ+.
- In terms of work product, or what we make/do for and in our community, we have continued to make excellent progress:
 - News sources were 67% white, 26% Black, 2% Latino, about 1% South Asian, and several other categories around that number. That is a substantial improvement over last year and nearly representative of our community.

- This latest survey shows WFPK's playlist to be more diverse than ever, with a 40% increase in Black artists played, 2.6 times more indigenous and people of color, and 14% more women.
- Approximately 27% of the music heard on WUOL during this survey period represented a diverse attribute either in the performer or composer of the recording.
- We met or exceeded nearly all our goals for events, including showing up in 32 unique ZIP codes and hosting 23 events in the South and West Ends.

Representation is only part of our work. As you'll see in the pages that follow, LPM is also working to be more equitable — to recognize groups that have been marginalized and compensate for that history in our work today and in the future.

This happens on a continuum without an end. I'm proud of our progress, and I'm also confident that the places where we need to continue to grow are well within our reach.

LPM will continue doing our part to make our community more welcoming, equitable and accountable.


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

—Stephen George, President & CEO

Our Community

According to the U.S. Census, there are approximately 629,000 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	68%
Black	24%
Asian	3%
2 or more races	4%
Hispanic/Latino	6%


*Percentages are rounded to the nearest whole number, so sometimes totals exceed 100.
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 this report, there were 62 full- and 3 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	53%
Male	46%
Non-binary/third gender	1%

Race/Ethnicity



White	76%
Black	16%
Hispanic/Latino	3%
Asian	2%
Middle Eastern	3%

*Percentages are rounded to the nearest whole number, so sometimes totals exceed 100.
We are combining race and ethnicity in one chart for this report.*

LGBTQ+



No	82%
Yes	18%


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 20 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	55%
Male	45%

Race/Ethnicity



White	70%
Black	25%
Asian	5%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LGBTQ+



No	75%
Yes	25%

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 six VPs report to the CEO and manage the major functions, resources, planning and services of the organization. This is the breakdown of the VPs:

Gender



Female	50%
Male	50%

Race/Ethnicity



White	67%
Black	33%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. 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 Jefferson County by 2024. We have continued to make progress toward that goal. In the past year, just as years' prior, we have added 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 15% to 16%, and women make up 53% of our staff. White employees went from 82% of the whole last year to 76% this year. Hispanic and Latino employees make up 3% of our staff. While we have made progress to be more representative in the general staff, we still have work to do — specifically, welcoming more Black and Latino employees — to be representative of our community.

It is critical that our leadership also be diverse. During the past two years, we have made significant progress in diversifying our leadership team through both hiring and promotion. Last year, leadership was 73% white; this year it is 70%. Twenty-five percent of our leadership team identifies as Black; among the VPs, that figure is 33%.

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

- *Expectations for Team Members:* We updated our employee handbook to require that all employees understand basic and mid-level DEI concepts, such as overt and systemic racism, microaggressions, power, privilege and intersectionality. All employees are expected to pursue their own education on these topics where it might be deficient. LPM also developed new resources for all current and new employees to maintain their education and understanding related to DEI. All employee evaluations include a section on DEI.

- *Professional Development Opportunities:* Recognizing that one place where implicit bias occurred in our workplace was in professional development, LPM instituted a new policy in 2021 in which all employees are entitled to professional development opportunities and memberships paid for by the company. This policy continued in 2022.
- *Outside Support:* During the past year, LPM completed our initial three-year engagement and DEI strategic plan. We hired a new consultant to continue providing outside support and education for our leadership and staff.
- *Hiring:* Our redesigned hiring and recruiting processes have continued, as we work internally and with partners to expand our reach into more 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. As a result, hiring was more diverse in 2022. New hiring processes have resulted in progress toward our goal of a more representative staff. Of our new hires in 2021, 42% are white, 28% are Black, and 28% are people of color.
- *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. Nearly all hiring processes met this requirement in 2022. Where processes did not, it was a result of finalist pools that were too small to show meaningful diversity.
- *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. In 2022, our employee retention rate was 95.4%. That is two percentage points better than last year.
- *Pay Equity and Advancement:* In 2021, we hired a consultant to conduct a compensation equity study. This was part of a broader initiative to implement a transparent and equitable advancement

structure, so that all employees can see a career path at LPM from day one. In 2022, we had no discrepancies in pay based on demographics, and all employees fell into the range of competitive pay for position and market. LPM leadership and the Board of Directors created a new compensation philosophy. LPM also implemented a new internal review system and now offers clear pathways for employees to advance within the organization — both in terms of salary and job responsibilities.

- *Policy Review:* LPM's staff committee for Inclusion, Diversity, Equity and Accessibility regularly reviews the organization's policies and proposes changes to the CEO and leadership team. It also worked with leadership on LPM's public DEI commitments.

Newsroom

Sources: When people do not see and hear themselves on our air waves and our website, it's easy to surmise that LPM news isn't for them. When we do not hear from the entire breadth of our community, our news falls short of our own accuracy expectations. Historically, media has left out and maligned marginalized voices. As a local journalism institution, we have work to do to repair damaged trust with Black Louisvillians and others who have been left on the sidelines.

The people who report and edit the news also make a difference in how our community perceives it. Do they hear and see people who sound like and look like them in these positions? In the last year, our newsroom continued to become more diverse. We added staff in existing positions and promoted staff from within.

As it comes to the WFPL daily newsroom and the KyCIR investigative newsroom, 42% of our staff identifies as women, 47% identify as men and 4% identify as non-binary. Our colleagues identify, racially and ethnically, in the following ways: Black/African American; Middle Eastern or North African; White, Latino/Latinx; and South Asian. We have colleagues who speak multiple languages from elementary to fluent levels and some who grew up primarily speaking a language that wasn't English.

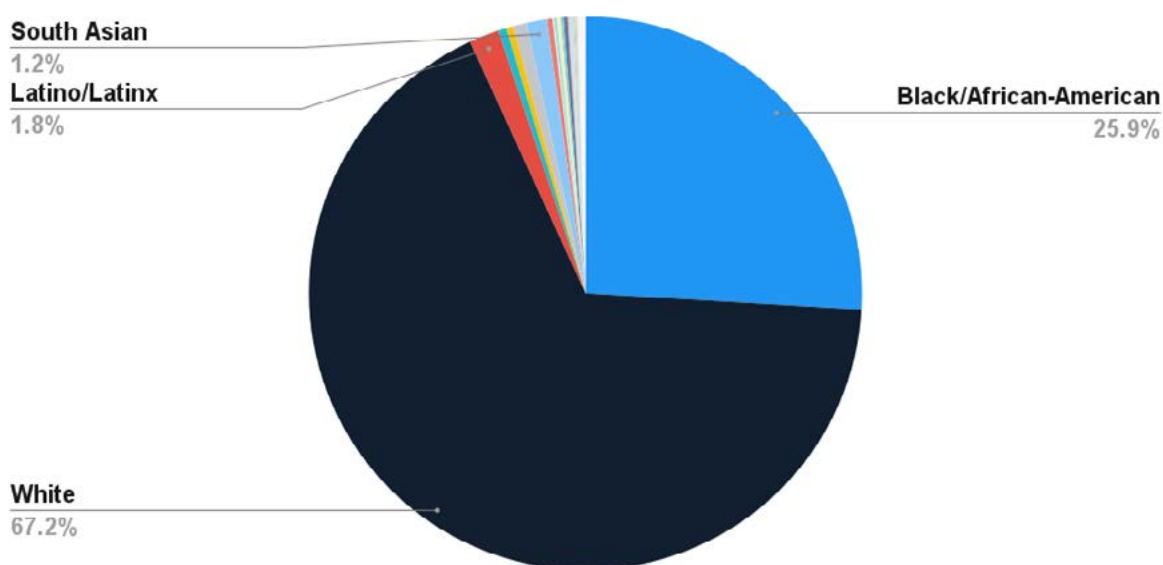
Our daily and investigative newsrooms continue to use our source tracker as an accountability tool for our reporting.

In March, we added age as a new field of identity within the source tracker. As part of a project focused on engaging young people in local media, we began to track the age of our existing source base. The age range starts at "18 or younger" and goes up by decade to "90 or older."

The data below represents tracking from Dec. 1, 2021 to Oct. 25, 2022. Sources may be featured in stories that ran on 89.3 WFPL, KyCIR.org, in our podcast feeds, on WFPL.org or on talk show segments from *In Conversation*. It represents 1,253 source tracker entries, though some forms were not

complete, as sources may decline to give information. Multiple source tracker form entries could represent just one story or segment.

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.

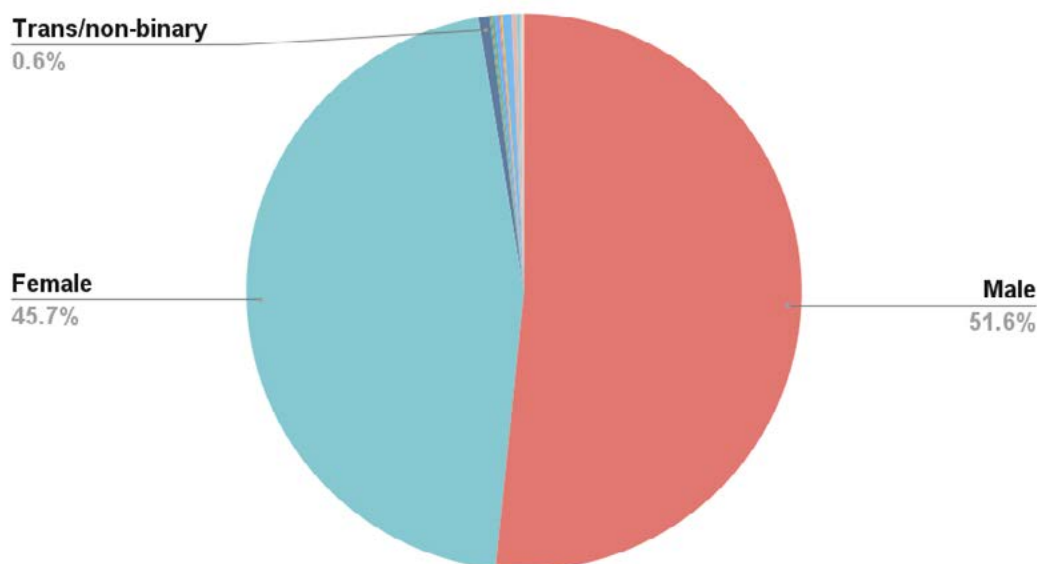


White: 67.2%
 Black/African-American: 25.9%
 Latino/Latinx: 1.8%
 South Asian: 1.2%
 Biracial/Multiracial: 0.5%
 Middle Eastern or North African: 0.5%
 Asian, Hawaiian or Pacific Islander: 0.8%
 American Indian/Native American: 0.2%

Sources may identify in as many fields as they feel are accurate to their racial or ethnic identity. The fields below the chart above reflect the sources in the given categories within the chart. Sources can also be more specific about their identity. Other racial or ethnic identities reflected in our sourcing this year include: Portuguese, White/Latino/Latinx, White/African-America/Latinx.

In comparison to last year's data, the share of sources who identify as White dropped about 5%. The share of sources who identify as Black/African-American increased from 22% to 26%. The share of sources who identify as another race or ethnicity increased by about 7 percentage points across all other racial and ethnic identity groups.

Gender identity includes the following categories: Man, Woman, 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.



Woman: 45.7%
 Man: 51.6%
 Trans/non-binary: 0.6%
 Genderqueer: 0.6%
 Prefer not to say: 0.2%

The share of our sources who identify as Trans/non-binary increased .2% from last year. The share of our sources who identify as women increased 1.5%, and the share of our sources who identify as men decreased about 3%.

We continue to push ourselves to be more inclusive not just in sources, but in language, story ideas, our line of inquiry to elected officials and the places we show up in the community.

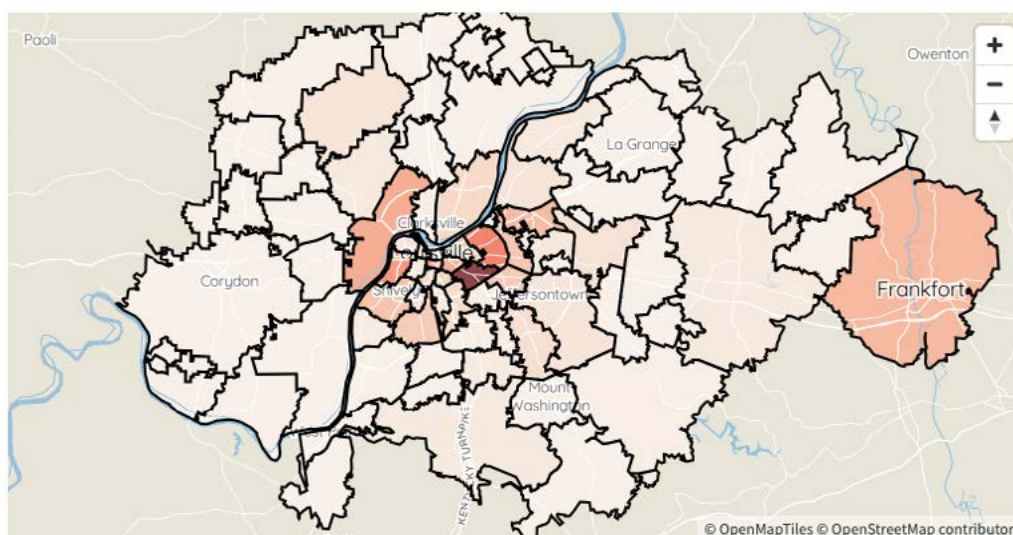
LPM's radio signal stretches across Louisville and Southern Indiana. But some neighborhoods know and rely on LPM more than others. We track ZIP codes to keep ourselves informed and accountable to hear from every neighborhood in our coverage region.

WFPL Source Tracker

Louisville metro region separated into zip code tabulation areas

Also keep in mind this doesn't include ~450 unknown source zips or zips outside this area

Source Count 1  59



We've worked to improve the way we ask for data, and how we use it when sources decline to give the information or when information is incomplete. Of the sources who shared their information with us in the last year, 59 of them live in 40205, which comprises neighborhoods in the Highlands. Sources in 40202 made up the next largest group, at 33. We saw 27 sources who live in 40211 in the West End. We included Frankfort in the tally, and saw a larger group of sources there as well as in Southern Indiana. Across the river, 47150 – which includes New Albany – represents the majority of sources, with 47130 – which includes parts of Jeffersonville – being the second-largest count.

It's clear by the total number of entries compared to the amount of complete data, that we have room to grow in obtaining complete and consistent ZIP code data.

On-air voices: We asked the local hosts at WFPL to self-report their demographic information via an anonymous electronic form. All of WFPL's hosts responded (3 full-time, 2 contract) and here are those results:

Gender



Female	40%
Male	60%


Race/Ethnicity



White	80%
Black	20%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LGBTQ+



Yes	40%
No	40%
Prefer not to say	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.

Age



18-30	0%
31-45	20%
46+	80%

We asked the distributors of the national and international programs that air on WFPL the same demographic information of their hosts. Below is what they provided.

NPR: Representatives from NPR provided anonymized demographic information for hosts and other audience-facing roles for the programs listed below, when people in those roles are NPR employees. That includes:

Morning Edition
Weekend Edition
All Things Considered
Weekend All Things Considered
It's Been A Minute
Planet Money
Throughline
Wait Wait Don't Tell Me

Per NPR: "There are 33 audience-facing roles total for the above shows where the hosts/correspondents/reporters are NPR employees."

Gender	Number of Employees
Female	20
Male	13
Non-Binary, Transgender, Gender Non-Conforming	0

Race/Ethnicity	Number of Employees
Black/African American	5
White	16
American Indian or Alaska Native	0
Asian	9
Hispanic/Latinx	3
Native Hawaiian or Other Pacific Islander	0
2+ Races/Other	0

NPR (Continued from previous page)

LGBTQ+

Number of Employees

- NPR does not track this data in their systems

Age

■ Under 40	15
■ 40 or over	18

NPR also distributes the following programs airing on WFPL but does not produce them. NPR did not provide demographic data for the hosts or other audience-facing employees of these programs **because they are not NPR employees:**

<i>1A</i>	<i>How I Built This</i>
<i>Fresh Air</i>	<i>Mountain Stage</i>
<i>Here and Now</i>	<i>TED Radio Hour</i>
<i>Hidden Brain</i>	

WNYC: WNYC Studios used the same anonymous electronic form WFPL uses for in-house employees to provide demographic data for its programs currently airing on WFPL:

<i>Radiolab</i>	<i>Today, Explained</i>
<i>On The Media</i>	<i>Science Friday</i>

Gender

■ Female	3
■ Male	3
■ Non-Binary, Transgender, Gender Non-Conforming	0

WNYC (Continued from previous page)

Race/Ethnicity	Number of Employees
Black/African American	0
White	4
American Indian or Alaska Native	0
Asian	1
Hispanic/Latinx	0
Native Hawaiian or Other Pacific Islander	0
Biracial (Black and White)	1

LGBTQ+

Yes	1
No	5
Prefer not to say	0

Age

18-30	0
31-45	3
46+	3

PRX: PRX used the same anonymous electronic form WFPL uses for in-house employees to provide demographic data for its programs currently airing on WFPL. Not all shows distributed by PRX completed the form.

WFPL airs the following programs distributed by PRX:

<i>This American Life</i>	<i>Moth Radio Hour</i>
<i>Reveal</i>	<i>Latino USA</i>
<i>To The Best of Our Knowledge</i>	<i>The Takeaway</i>
<i>Snap Judgment</i>	<i>Milk Street Radio</i>

PRX (Continued from previous page)

Gender	Number of Employees
--------	---------------------

Female	1
Male	4
Non-Binary, Transgender, Gender Non-Conforming	0

Race/Ethnicity	Number of Employees
----------------	---------------------

Black/African American	4
White	1
American Indian or Alaska Native	0
Asian	0
Hispanic/Latinx	0
Native Hawaiian or Other Pacific Islander	0
2+ Races/Other	0

LGBTQ+	Number of Employees
--------	---------------------

Yes	0
No	5
Prefer not to say	0

Age	Number of Employees
-----	---------------------

18-30	0
31-45	0
46+	5

APM: American Public Media did not provide demographic information we requested.

APM distributes the following programs airing on WFPL:

Newshour

Marketplace

Marketplace Morning Report

Marketplace Tech

On Point

The Arts Hour

BBC World Service

The Splendid Table

Overall on-air demographics: From the data we compiled and received, these are the voices you hear most often on WFPL.

Gender

Female	53%
Male	47%

Race/Ethnicity

White	51%
Black	20%
Asian	20%
Hispanic/Latinx	6%
2+ Races	2%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LGBTQ+*

Yes	40%
No	40%
Prefer not to say	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.

**Sample size is smaller because NPR does not track LGBTQ+ identity of its employees.*

Age**

Under 40	35%
40+	65%

***While we have specific ages from WFPL and other distributors, NPR only tracks ages under 40 and above 40.*

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. We'll invest heavily in community engagement opportunities to hear directly from residents so stories we're doing better reflect the experience, questions and challenges of marginalized communities.

- 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.
- We will continue 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.
- We are expanding the number of employees and contractors trained as radio hosts to grow the diversity of LPM staff voices audiences hear on-air regularly.
- We are focusing on better serving young people in our community and including more youth voices in our reporting. To date, this work has been supported by grants from the Jewish Heritage Fund and through participation in the NextGen Accelerator Program of the Joan Ganz Cooney Center at Sesame Workshop.
- We have put a particular focus on better serving Black Louisvillians. Working with the Google News Initiative and the UNC Table Stakes program:
 - We held paid focus groups with Black residents and sent paper copies of our 2022 Voter Guide and a digital survey asking for feedback about our products to households in majority-Black ZIP codes.
 - Based on focus group feedback, we launched a social media video series focused on uplifting stories featuring Black Louisvillians.
 - We will continue this focus with additional requests for feedback on our work, by having reporters and editors attend more community events to speak directly with Black residents and partnering with Black-led and Black-focused organizations to host events with community-focused agendas.

90.5 WUOL Classical

In 2022, WUOL's efforts to promote more diversity, equity and inclusion in our format included substantial additions to our library (around 15% of over 2,000 new recordings met our diversity criteria), new programming, and a continuation of our digital efforts to highlight music by diverse composers and musicians.

We added *Feminine Fusion* hosted by Diane Jones, a show dedicated to the women in classical music throughout the centuries. We have been carrying *Concierto* hosted by Frank Dominguez, a show that showcases music from Latin and Hispanic cultures, and is hosted in English and in Spanish, for a little over a year.

We peruse all new releases that are sent to us, including those sent by individuals, or off-label. The procedure for submitting a recording is available on our website and publicized quarterly via social media in an effort to remove the economic barrier of needing a PR specialist to have works submitted.

We've added to our library several albums that feature collections of music composed by women — a natural conclusion of projects from the 2019-20 anniversary of the 19th Amendment. We were also the first radio station to air the Minnesota Orchestra's recordings of their "Listening" project, which sought to spotlight un-performed or unpublished works by Black composers. A particular emphasis on adding music by Central and South American composers was aided by releases celebrating the bicentennial anniversary of the country of Brazil. There were several new Florence Price, Samuel Coleridge Taylor, and William Grant Still recordings released in 2022, as well.

In addition to radio programming, our DEI efforts are manifested in *The Music Box* podcast, hosted by Kiana Del and Fiona Palensky, through thematic elements, music selections, and frank statements about the racism and discrimination faced by Black composers and other musicians of color.

Using the resources at our disposal, the following data were compiled from a survey of August 15-26, 2022, 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.

Therefore, there are two charts: the first accounting for the length of pieces as a percentage of total music played from local programming; the second accounting for the “spins” (one track played on air, regardless of the length of the track) as a percentage of total tracks played during the survey period.

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.

The chart below describes the percentage of total music programmed locally during the survey period (approximately 107 hours):

Percentage Duration	Performers	Composers
Asian, Hawaiian or Pacific Islander, South Asian	5.1	0.24
Black/African-American	2.3	6.8
Latino/Latinx	3.4	0.46
American Indian/Native American	0.0	0.08
Middle Eastern and North African	1.2	0.06
Female Identifying	1.7	6.0
Other	86.0	86.0

This chart captures the “spins” (a single work/composition):

Percentage Spins	Performers	Composers
Asian, Hawaiian or Pacific Islander, South Asian	5	0.5
Black/African-American	3.2	6
Latino/Latinx	5.8	3.0
American Indian/Native American	0	0.01
Middle Eastern and North African	0	0.01
Female Identifying	1.51	9.0
Other	84.0	87.0

Gender diversity in this report is 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.

In summary, approximately 27% of the music heard on WUOL during this survey period represented a diverse attribute either in the performer or composer component of the recording. About 6% of the composers heard were Black and 6% were women.

What We’re Doing

- We will continue to refine our playlist and grow our library with available recorded music, and proactively look for those recordings that diversify our playlist and sound in alignment with LPM’s goals.
- We continue to commit to playing more Black composers and educating our community about their lives and work, through the music we play and the people we feature in our digital spaces.
- 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 continue to advance towards a more diverse audience.

91.9 WFPK Independent Music

WFPK follows a Triple A, or Adult Album Alternative, format. Triple A is a traditionally male, white format, but we're doing intentional work to redefine the music mix in Louisville.

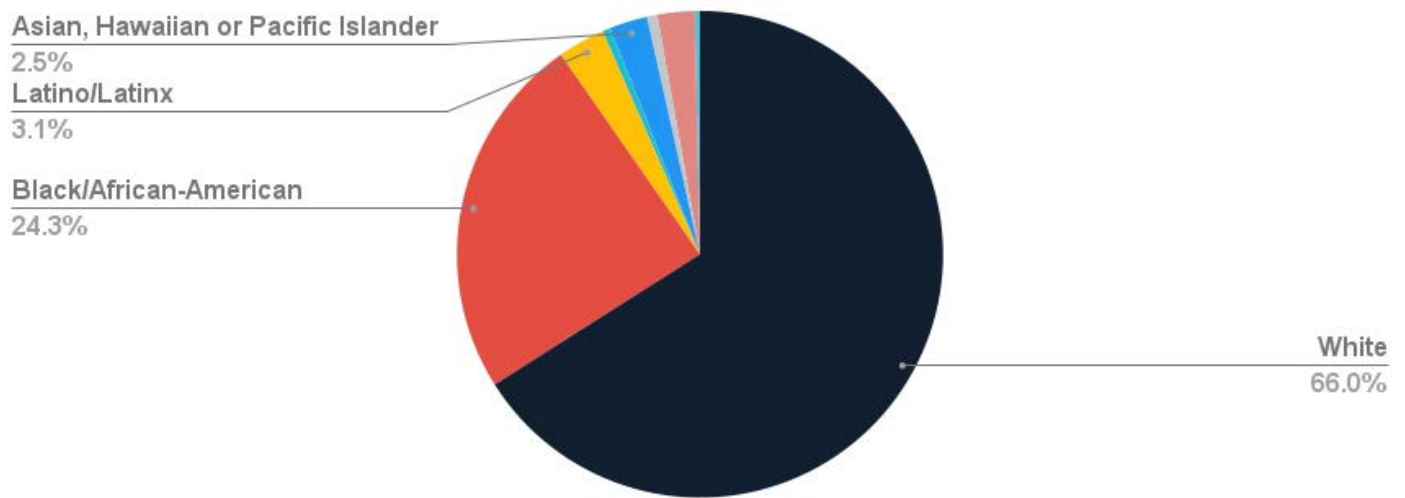
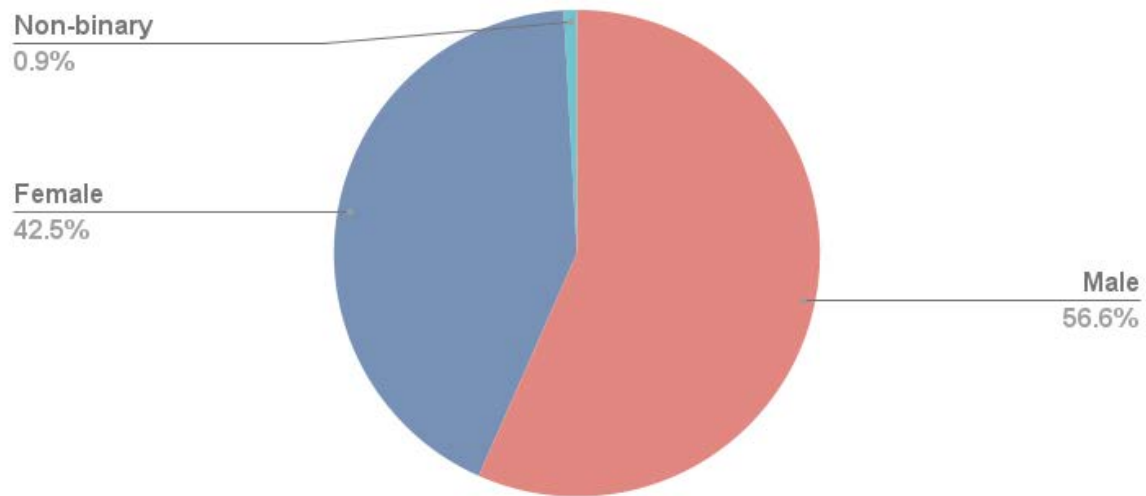
This latest survey shows our playlist to be more diverse than ever, with a 40% increase in Black artists, 2.6 times more indigenous and people of color, and 14% more women.

The following data represents a one-week period of WFPK programming from Oct. 17-Oct. 23, 2022. We worked with 12 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 following results reflect a total of 2,597 song spins from the one-week period. The list includes current songs mandated by the Music Director and approved by WFPK's Program Director, the hosts' own song picks, and specialty shows offering blues, R&B, bluegrass, etc. that are programmed autonomously.

(Within the mandated Triple A playlist is a "new music rotation" of "current" songs in Heavy (20+ weekly spins) and Light (12+ weekly spins). The rest are host picks and heritage tracks.)

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



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 17 people:

- 29% are Black (up 12%)
- 41% are women (up 19%)
- 59% are men (down 19%)

What We're Doing

- We will continue to seek out music that reflects the diversity of our community. Our overall goal by 2024 is to match the Louisville/ Jefferson County demographics in LPM's stated metrics. (We've already exceeded one of our goals by over-indexing the Louisville population for Black artists.)
- 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 2022 season:
 - 22% were Black or people of color (down 6% from 2021)
 - 39% were women (remained the same as 2021)
 - 61% were men (remained the same as 2021)
- We will continue using on-air interviews to increase the diversity of voices on air.

Podcasts

In 2022, we launched a second podcast through our Podcast Incubator. The program is designed to shrink the opportunity gap in podcasting, seeking out and developing shows made by and for people of color, LGBTQ folks, immigrants and people of marginalized genders.

We also continued our 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 it out into the world. Under this model, creators submit finished episodes, and we publish them on podcast apps, on our website and on NPR.org. LPM paused onboarding new shows to this arrangement this year, but continued to distribute four shows that were already part of the model.

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

LPM produced a total of nine podcasts from October 2021-October 2022. Here's who created them:

LPM podcast creators by gender

Female	75%
Male	25%

LPM podcast creators by race/ethnicity

White	38%
Black	31%
Asian	31%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LPM podcast creators by LGBTQ+ identity



Yes	13%
No	63%
Unknown	25%

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.

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

Distribution partners by gender



Female	60%
Male	40%

Distribution partners by race/ethnicity



White	60%
Black	20%
Latinx	20%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

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

LPM podcast hosts by gender

Female	75%
Male	25%

LPM podcast hosts by race/ethnicity

White	36%
Black	36%
Latinx	27%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LPM podcast hosts by LGBTQ+

Yes	0%
No	55%
Unknown	45%

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

- We will continue to use the incubator to develop shows created by members of our community from underrepresented demographic groups.
- We will reopen our distribution arm and look for new partners who are already producing podcasts to explore partnerships. These partnerships include free consultations on content and marketing, promotion across LPM platforms and ongoing communication and support.
- We will design a better way to track the LGBTQ+ identities of our podcast creators and partners.

Events

In 2022, we set the following goals:

- 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 DEI 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 DEI 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*®.

Sponsorships and Partners

One of the main ways we engage with new audiences is by holding or sponsoring events. In 2022 we had a sponsored presence at 346 events, both virtual and in-person. This accounts for more of a return to “normal”; that number was 176 in 2021 as COVID continued to affect local events.

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

Events that we supported over the past year include:

- Louisville Central Community Centers (LCCC) College and Career Day
- Juneteenth Festival
- Latin Music Awards Kentucky
- Louisville Urban League Annual Impact Report event
- Americana Community Center’s International Women’s Day Breakfast & Panel

Last year, we set several goals directed toward underserved communities. Markers of success included more diversity among the speakers, presenters, and others highlighted in LPM-created and partner events. Based on 346 LPM-sponsored events and 24 LPM-hosted events:

- 36% of LPM-sponsored events featured a female or non-binary speaker/act or speaker/artist of color, just short of our goal of 40% but double compared with 2021.
- 29% of the organizations we partnered with had missions directly tied to diversity, equity and/or inclusion, or serving underserved populations — exceeding our goal of 15%.
- 10% (34) of LPM-sponsored or hosted events celebrated, highlighted or discussed aspects of diversity, equity and inclusion — exceeding our goal of 30.
- 32 unique ZIP codes were represented for in-person events.
 - 23 events were held in South or West Louisville.

LPM Events and Staff Community Engagement

In addition to our stated 2022 goals, we also focused outreach and events on [engaging more young people](#) throughout the year, with support from the Jewish Heritage Foundation and through the NextGen Accelerator Program of the Joan Ganz Cooney Center at Sesame Workshop. You'll see that focus reflected in the events described in this section.

WFPK Waterfront Wednesday® featured many BIPOC artists, including Kiana and the Sun Kings, the Seratones and two headliners, Nappy Roots and War. The season also included Sarah Shook of Sarah Shook and the Disarmers, who is an out and proud non-binary queer musician. Eight of the bands featured during the 2022 season were woman/femme lead.

At our June *WFPK Waterfront Wednesday*® event, we held a Young Professionals Meet-Up in partnership with the Young Professionals Association of Louisville, the Louisville Urban League Young Professionals, Louisville Scoop, One Southern Indiana and Teach Kentucky. More than 125 young people attended, some experiencing their first *WFPK Waterfront Wednesday*®.

WUOL held four signature *New Lens* events, the first of which featured BIPOC-focused, composed, and led piece *Seven Last Words of the Unarmed* as well as Rhiannon Giddens' piece *At the Purchaser's Option*. The second event in the series featured an all-female ensemble, and the third event in the series featured Longleash Piano Trio and featured pieces from contemporary BIPOC, female and Asian-American composers.

Of the four community conversations led by our news teams, two were focused on the primary elections and held in partnership with the Coalition for the Homeless, University of Louisville, Louisville Independent Business Alliance and others. Two additional events focused on youth and youth issues. We hosted an event at the Trager Jewish Community Center in April focused on the reporting of Stephanie Wolf and Jess Clark in their radio documentary, *A Critical Moment*. Panelists included Kumar Rashad, a teacher at Breckinridge-Metropolitan High School; Heaven Patterson, a junior at Male High School; and Brennan Eberwine, a junior at DuPont Manual High school who spoke out against legislation limiting classroom speech.

In October, Jenn White from 1A co-hosted a panel with LPM in Chickasaw Park called *Youth Voices, Youth Action*. It featured Louisville students Brianna (Bri) Woods, Jermaine (JJ) Hayden, Quinn McConnell and Sofia Ritchie.



We held two community-building events: a blood drive on Fourth Street in partnership with the Mercury Ballroom, and *Stop the Stigma*, a Mental Health Day event with the Frazier Museum. The latter centered the lived experiences of BIPOC panelists Jonathon White of Norton Healthcare and Elisha Durrett-Johnson of Begin to Talk, and included representatives of the Pete Foundation and NAMI Louisville Chapter.

Two sets of personalities from national news programs came to town in 2022: 1A's Jenn White and the cast of *Wait, Wait... Don't Tell Me*.

Overall, our LPM events were hosted across seven ZIP codes, with 40202 being the most frequent location, but we also held events in Shively and the West End.

In addition to hosting and sponsoring events, LPM employees participate in community events that support our DEI goals and get us in front of new audiences. WFPL's race and equity reporter, Yasmine Jumaa, spoke on a panel hosted by the World Affairs Council titled, "Brides for Sale: Women Working to End Child Marriage." She also participated on a panel at the Arab Conference at Harvard 2022. Several staff members moderated forums related to the mayoral primaries and midterm elections, including WFPL's Roberto Roldan and LPM President & CEO Stephen George. Stephen also served as a moderator at the Festival of Faiths.

Teams of LPM staff tabled at LPM sponsored-events, the Juneteenth Festival, mural unveilings at the Parkland Plaza and California Neighborhood Center, and the Russell Place of Promise Block Party, continuing our focus on being present in the communities we know are underserved. Staff engaged with attendees at each event, asking for direct input about what they would like to see covered about their neighborhoods and lives, including coverage on housing, environment, and equity of resources.

Stephen George continued to represent LPM by participating in discussions with other public media leaders to discuss advancing DEI in the system as a member of [Public Media For All's](#) cohort for leaders.

Additionally, engagement and marketing teams at LPM focused on outreach to more Black Louisvillians in 2022 through two major initiatives: UNC Table Stakes and a research project with the Google News Initiative. Focusing on West End ZIP codes and others with the largest populations of Black Louisvillians, we worked to build awareness of our reporting and events in these communities. We marketed our Voter Guide, a new video series featuring West End businesses and residents, and relevant news stories through social media. We also purchased outdoor billboards across downtown and the West End to promote the Voter Guide and build awareness, and we mailed 7,500 voter guides to West Louisville registered voters.

In addition, LPM has purchased advertising in publications that cater to underserved populations, such as COLORS Newspaper that serves West Louisville residents, and Queer Kentucky, a new publication created for LGBTQ+ Kentuckians.

What We're Doing:

- We will 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, LGBTQ+ and those with disabilities.
- We will 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 and Southern Indiana.
- We will explore ways to diversify the audience of our signature events, such as *WFPK Waterfront Wednesday®* and *WUOL's New Lens*.
- LPM staff will each have a goal to dedicate a minimum of two hours to community outreach over the course of the calendar year.
- We will specifically focus marketing dollars and engagement efforts on reaching more Black Louisvillians.
- 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 at least 35 events that celebrate, highlight or discuss aspects of diversity, equity and inclusion.
- One third of our event partnerships will be with organizations whose mission is directly tied to DEI or serving underserved populations.

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 21 representatives from the community at-large.

Gender

Female	43%
Male	52%
Non-binary/third gender	5%

Race/Ethnicity

White	67%
Black	29%
Asian	5%
Hispanic	5%

Percentages are rounded to the nearest whole number, so sometimes totals exceed 100. We are combining race and ethnicity in one chart for this report.

LGBTQ+

No	95%
Yes	5%

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:

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


- The board has and will continue to engage in regular DEI training via LPM's long-term investment in training and development.
- The board's Inclusion, Diversity, Equity and Accessibility Committee has worked closely with leadership to implement our work and goals, including contributing to our [public statement and goals for DEI](#).
- The IDEA 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. It ensures that the Board and organization are aligned on goals toward inclusion, diversity, equity and accessibility, prioritizing board makeup and training.
- The committee also contributes to the strategic vision of LPM and works to ensure that the Board and organization actively engage in issues of inclusion, diversity, equity and accessibility through discussion, LPM services and community-facing activities.
 - Priorities:
 - Justice
 - Representation of voices
 - Inclusion in its broadest sense
 - Leadership and frameworks for how LPM should participate
- 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

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.

Gender



Female	63%
Male	32%
Non-binary/third gender	5%


Race/Ethnicity



White	70%
Black	20%
Asian	5%
American Indian/Native American	5%

*Percentages are rounded to the nearest whole number, so sometimes totals exceed 100.
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. That survey does not include transgender or other categories.

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.



**LOUISVILLE
PUBLIC MEDIA**

LPM.org

91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR