



2023 - 2024

ENGAGEMENT OPPORTUNITIES

On Air. Online. In person.

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

91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR

ENGAGEMENT OPPORTUNITIES

LPM News/KyCIR Community Conversations

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



WFPK Waterfront Wednesday®

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

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



LPM Members Only Events

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



Member/Donor Partner Perks

LPM Member Perks offer the opportunity for your business to provide LPM members with exclusive access to free tickets and events throughout our community. New perks are offered weekly and promoted in our member newsletters.

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Cultural/DEI Content

Sponsorship of LPM cultural diversity programming will include sponsor mention in all spots/digital content throughout the calendar, as well as a bank of 20 (suggested) monthly on-air messages for custom use by client.

JAN	MLK DAY
FEB	BLACK HISTORY MONTH
MAR	WOMEN'S HISTORY MONTH
APR	EARTH DAY
MAY	AAPI HERITAGE MONTH
JUNE	PRIDE MONTH
SEPT-OCT	LATINO HERITAGE MONTH
OCT	MENTAL HEALTH AWARENESS MONTH
	NATIONAL MENTAL HEALTH DAY
	INDIGENOUS PEOPLE'S DAY

LPM's Good News Video Series

LPM shares stories of positive and uplifting things happening in the city west of Ninth Street. The Good News series was born out of feedback we received directly from west Louisville residents that they rarely see media coverage about the good things happening in their neighborhoods and that social platforms are among their most used forms of media for news and information.

Through at least 24 installments each year, these one-minute video shorts, produced by a local videographer with deep connections in the community, will focus on business, organizations and individuals celebrating culture, spreading joy and serving the community primarily in west Louisville.

In Conversation

There's a lot going on in Louisville, and WFPL's In Conversation with Rick Howlett gives people a platform to talk — both to each other and with the larger community — about the biggest issues facing our city, state and region. Live at 11 a.m. Eastern time every Friday on our live stream and 89.3 WFPL.



LPM Podcasts/Incubator

The LPM Podcast Incubator is designed to make podcasting accessible to people in our community who don't usually hear themselves represented in public media — people who have great ideas, but don't have access to the resources to make them happen. It offers these creators significant exposure to one of our community's largest and most loyal audiences.



The LPM Podcast Incubator prioritizes shows created by and for people of color, marginalized genders and identities, and nontraditional backgrounds.

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Newsletters

LPM News, LPM Classical and LPM Music Newsletters are published every two weeks. They provide information on special radio programs, features, upcoming events related to the stations, and member perks.

LPM News Morning Newsletter is published every Monday through Friday, this newsletter features the biggest news stories in Louisville and Southern Indiana.

Arts, Culture, Et Cetera is a bi-weekly email newsletter from LPM. Brea Jones, WFPL's arts and culture reporter, brings you the latest cultural news and events from the Kentuckiana region every other Thursday.

WUOL New Lens Concert Series

LPM Classical is proud to announce Season Four of the popular New Lens Concert Series, which showcases contemporary classical musicians performing original compositions. The New Lens series is free to attend and takes place on Sunday evenings at 21c Museum Hotel.



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