

# LOUISVILLE PUBLIC MEDIA

91.9 WFPK | 89.3 WFPL | 90.5 WUOL | KYCIR

## BUSINESS PARTNERSHIP



### MISSION:

LPM provides independent and courageous news, music and experiences that serve the needs and aspirations of our diverse community.

23  
24



## WHY PARTNER WITH LPM?

**LPM is Louisville's mainstream.** Decades of community-based investment in mission-driven content and engagement has put LPM at the forefront of Louisville media and other pillar institutions. Because people are the point, not the product, LPM's impact – almost 290,000 unique monthly listeners and almost 200,000 unique monthly web visitors - has overtaken not just other media, but also arenas, stadiums, sports teams and fireworks shows\*.

**LPM leads all other local media in reaching people in the most important areas of influence:** household economics, business leadership, and community engagement\*.

**LPM leads the market in user loyalty** by a wide margin – a 43% lead over the #2 media in the percentage of users who make LPM their first listening choice, and a 44% lead over the #2 media in the percentage of users who listen exclusively. This loyalty resulted in listener contributions of almost \$3 million last year - even though LPM content is free\*.

**LPM leads the market in time spent listening** – almost 290,000 unique listeners generate 3,400,000 hours of listening per month. LPM's high time spent means you can generate actionable frequency of your message with typically smaller schedules\*.

**LPM leads the market in trust.** At a time when trust in traditional media and advertising is at an all time low, LPM has higher trust scores than “word of mouth from a friend”. An amazing 89% of our users agree/strongly agree that they trust LPM content. This trust creates a halo of credibility for you – 80% of LPM listeners say they prefer to take their business to our sponsors\*\*.

\*The Nielsen Company LOUISVILLE; DEC22; Metro: Mu-Su 6a-12m P12+

\*\*Jacobs Media, Public Radio Tech Survey 9

**“If you're not working to build and demonstrate it, then the future might be about to leave you behind, as trust is quickly becoming the global – and most valued – currency of modern time.”** — Adriana Stan, *TechCrunch*



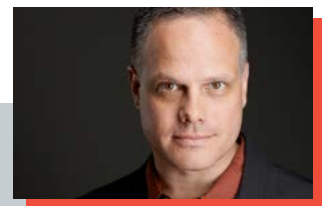
## LPM DELIVERS RESULTS

LPM offers our business partners decades of experience creating custom, client-focused plans that utilize a mix of LPM on-air and digital platforms and engagement options. Unlike cluttered, intrusive transaction-driven commercial media, LPM can generate a broad range of results for your quality brand:

- Grow market share and “provider of choice” status
- Establish large scale favorable interest in your products and services
- Boost your Ecommerce, web traffic, and SEO
- Fill your event
- Attract high quality employee candidates and grow goodwill with existing employees
- Promote thought leadership and favorable awareness of key employees
- Promote your community social responsibility and civic partnerships
- Promote your not-for-profit organization’s mission, grow philanthropy, and recruit quality volunteers
- Target the same quality prospects across Kentucky with the KPRN network of stations, or in your key markets anywhere

**“LPM is hands down the most effective way to reach business leaders.”**

— Jason Clark, CEO, VIA Studio





## LPM PLATFORMS

### On-Air

#### **89.3 WFPL**

89.3 WFPL News Louisville is an independent, nonpartisan daily news outlet that reports on our city, state and region without fear or favor. We carry out fact-based reporting that's free from political and corporate influence. We are Louisville's NPR affiliate that produces and distributes daily journalism via broadcast, digital audio and online media.

#### **90.5 WUOL**

90.5 WUOL Classical Louisville gives life to our cultural community. With 24/7 classical music, fine arts features, interviews, events listings and live hosts from 6 a.m. to 9 p.m., we offer a unique local connection. We champion area artists and cultural institutions, and we offer an escape from our raucous world with music that feeds the soul and expertise that illuminates the art.

#### **91.9 WFPK**

WFPK is our region's award-winning hub for independent, adult alternative music and American gems like jazz and bluegrass. We introduce you to significant new music, connect you to Louisville's best and play your long-time favorites for an eclectic mix that can't be heard anywhere else.



KPR delivers Kentucky media's largest audience of educated influencers, business decision makers, and upper income households, on a market-specific or statewide basis. KPR can also create custom public radio campaigns in any region or key market of the U.S.

Used in combination or separately, LPM stations are the powerful way to generate large scale favorable awareness and response.

## LPM PLATFORMS

### Digital

LPM's ultra-low clutter, 100% opt-in digital ecosystem delivers market-leading shares of highly sought-after users each month – your quality brand's best customers and prospects, who are difficult to reach anywhere else.

Key features:

- Market leading demographics
- Low duplication
- Competitive separation
- Low clutter/High SOV
- Analytics and attribution
- Affordability and efficiency
- Contextual relevance as a high quality publisher
- Multi-device optimization
- High time spent
- Low bounce rate
- High open rates and opt-in percentage

What we **don't** do:

- Oversell
- Programmatic or third party platforms
- User intrusion with invasive platforms
- Sell user data without permission
- Target users across other platforms



## LPM.ORG

LPM.org is a media market leader in its own right. According to the April 2023 Nielsen Louisville Market Report, LPM.org delivers:

### ABOVE MARKET AVERAGE

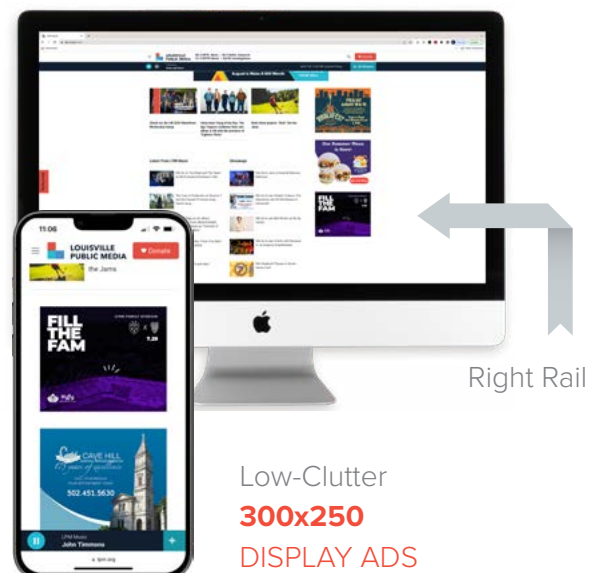
**154%** More than 12% of the online shopping market

**237%** More than 19% of \$100K+ household incomes

**142%** More than 19% of the Business Leaders

**153%** More than 20% of the professionally employed

**207%** Almost 17% of the charitable donors





## LPM NEWSLETTERS

LPM sends **more than 500,000** opt-in email newsletters monthly, with an **exceptional open rate that averages near 40%**.

LPM Newsletters include:

- **LPM News** (every other Friday)
- **LPM Classical** (every other Thursday)
- **LPM Music** (every other Wednesday)
- **LPM News Daily Newsletter** (5x per week, Monday-Friday)
- **Arts, Culture, Etc. (ACE)** (every other Thursday)

LPM News, Classical, and Music member newsletters are offered as a bundle.

Options include:

**Newsletter Sponsorship**, which includes a 728x90 Top Banner, plus an enhanced mid-scroll message (500 characters/80 words\*).

### Display Tiles (300x250)

Web Display can include **GIF** at no additional cost.

MAXIMUM WEIGHT 1,000K

**Video** is available for web ads.

VIDEO FILE MUST BE 400X300V (VIDEO/VAST)

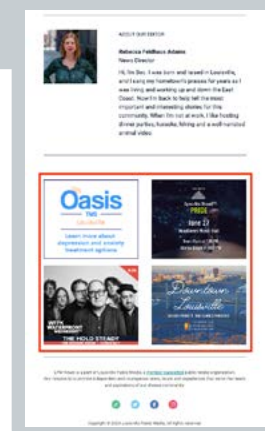
OR 640X480V (VIDEO/VAST).

FORMAT: MPEG4, 3GPP OR MOV

MINIMUM LENGTH – TWO SECONDS

MINIMUM WEIGHT – 4K

MAXIMUM WEIGHT – 512MB



Louisville Public Media reserves the right to refuse ad content which, in our judgment, fails to serve the public interest, violates LPM policy, or adversely affects the reputation or financial condition of LPM. LPM also reserves the right to re-position ads that it deems appear to be in conflict with adjacent content.



## LPM LIVE AUDIO STREAMS

Connect with LPM users wherever and however they listen.

### 10-Second Audio Pre-Roll

Three continuous live audio streams:

**89.3 WFPL News**

**90.5 WUOL Classical**

**91.9 WFPK Music**



**“Louisville Public Media is our most productive marketing partner.”**

— Gwen Mooney, CCFE, President & CEO, Cave Hill Cemetery







## LPM LISTEN APP AND PODCAST MOBILE BUNDLE

The LPM Listen app makes it easy for LPM's dedicated listeners to stream their favorite LPM stations and podcasts wherever they are.

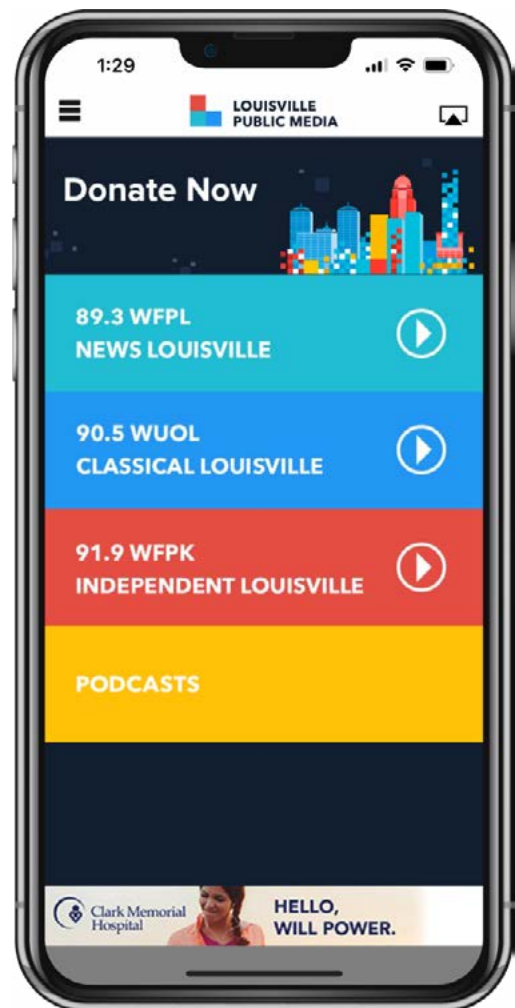
The LPM Mobile Bundle includes:

- 320x50 Display tile on the LPM Listen app
- Pre/Midroll audio in LPM podcast library, which averages more than 20K monthly downloads

LPM is the local leader in the production and distribution of more than 20 different titles across a variety of news and feature topics.

Unmatched demographics, loyalty, credibility and environment.

**Make sure the  
LPM Mobile  
Bundle is part  
of your mix.**



# ENGAGEMENT OPPORTUNITIES

## **LPM News/KyCIR Community Conversations**

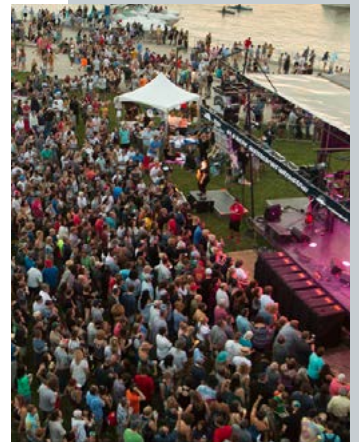
Slated for November, February, and May, the WFPL/KyCIR News Team meets up with the community in various locations to engage the public with the story behind the story. Sponsorship of these virtual and live gatherings includes on-air, LPM newsletter, and social media promotion.



## **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**

On an ongoing basis throughout the year, 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 limited opportunities 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.

# ENGAGEMENT OPPORTUNITIES

## 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.

# ENGAGEMENT OPPORTUNITIES

## **WUOL New Lens Concert Series**

LPM Classical is proud to offer 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.





# LOUISVILLE PUBLIC MEDIA

91.9 WFPK | 89.3 WFPL | 90.5 WUOL | KYCIR

[John Grantz](#)

[Tracy Karem](#)

[John MacLean](#)

[Bryan McFarland](#)

[Gray Smith](#)

Senior Business Partnership Manager

Business Partnership Manager

Business Partnership Manager

Statewide Business Partnership Manager

Vice President of Corporate Support

(502) 814-6523

(502) 291-2513

(502) 814-6505

(270) 572-6005

(502) 814-6521

[LEARN MORE](#)