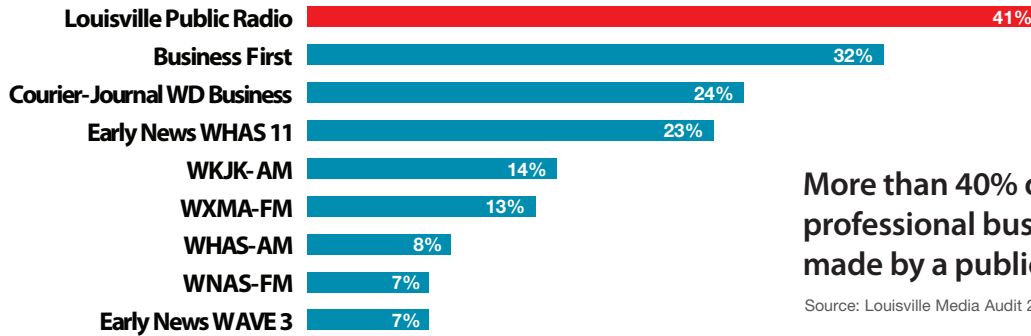




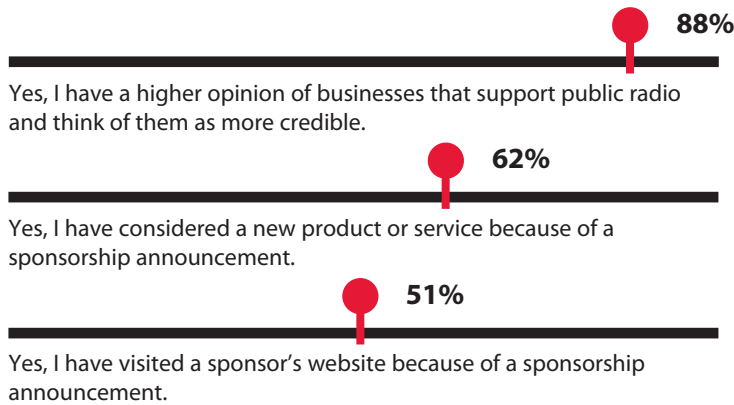
Photos by Donald Vish

The Definitive Business-to-Business Voice in Louisville May Not Be What You Think



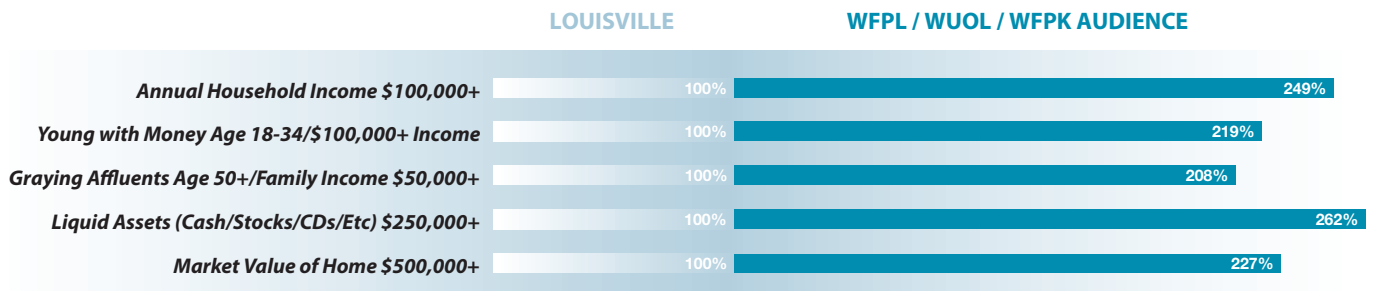
More than 40% of Louisville's professional business decisions are made by a public radio listener.

Source: Louisville Media Audit 2010



Public Radio is the market's #1 media destination for professional or technical business influencers.

Source: Louisville Media Audit, Dec 08 - Jan 09



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