



‘Inside Louisville’ talks with David Jones, Jr. about his father’s efforts to found Humana, Kentucky’s largest health insurance company

FOR RELEASE: Oct. 1, 2023

He grew up in one of Louisville’s poorest neighborhoods in the West End and went on to create a Fortune 500 company – the highest ranked in Kentucky.

On this episode of *Inside Louisville*, David Jones, Jr. sits down with Kelsey Starks to give us an inside look at the life and legacy of his late father, David Jones, Sr., the co-founder of Humana. From Humana’s humble beginnings to the legacy left behind that reaches far beyond the health insurance company, discover how one man changed Louisville forever.

Inside Louisville

KET Sunday, Oct. 8 • Noon/11 am

KET2 Monday, Oct. 9 • 7/6 pm

Watch on-demand at [KET.org](https://ket.org) and on the PBS app

Inside Louisville, hosted by Kelsey Starks, is a KET production that features conversations with Louisville’s biggest newsmakers and personalities, celebrating the people, places and traditions that make the River City such a vibrant and diverse community. The half-hour weekly program also features stories that explore Kentucky’s largest city, spotlighting its neighborhoods, nightlife and noteworthy attractions.

For behind-the-scenes footage and photographs, be sure to follow *Inside Louisville’s* Instagram feed at [Instagram.com/KETinLou](https://www.instagram.com/KETinLou).

KET is Kentucky’s largest classroom, where learning comes to life for more than two million people each week via television, online and mobile. Learn more about Kentucky’s preeminent public media organization at [KET.org](https://ket.org), on Twitter [@KET](https://twitter.com/KET) and at facebook.com/KET.



###

CONTACT:

Elizabeth Greenfield
Director, Marketing and Communications
(859) 258-7749 | egreenfield@ket.org