

Morehead State Public Radio

CPB Diversity Report (2020)

Morehead State Public Radio (MSPR), including WMKY at 90.3FM and online at wmky.org, has a primary listening area in Morehead, Kentucky, which is located in Rowan County. MSPR also serves twenty primary and secondary surrounding counties throughout eastern Kentucky.

2019 U.S. Census Bureau data* for WMKY's primary coverage area in Rowan County, Kentucky:

Population = 24,583
Persons ages 18 or younger = 19.4%
Persons ages 65 or older = 14.0%
Females = 51.6%
White = 96.0%
African-American = 1.7%
Hispanic or Latino = 1.7%
Asian = 0.9%
American Indian = 0.2%
Two or more races or origins = 1.2%
High school graduate or higher = 83.6%
Bachelor's degree or higher = 26.6%
Individuals with a disability under age 65 = 12.5%
Language other than English spoken at home = 5.4%
Foreign-born persons = 2.4%
Military Veterans = 1,150
Median household income = \$37,639.00
Total employer establishments = 477
Total employment = 7,938
Persons below poverty level = 22.7%
Land area in square miles = 279.80
Households = 8,505
Persons per household = 2.54
Persons per square mile = 83.4
Households with a computer = 86.0%
Households with broadband internet = 80.6%
Average monthly gross housing rent = \$661.00
Average travel time to work (minutes) = 23.20

*Source: American Community Survey estimates as of July 1, 2019 (data.census.gov)

MSPR's mission is to provide programming that is educational, informative and entertaining to the region. It is imperative for WMKY to be responsive to the interests and needs of the diverse population served in our region.

To best serve our community and to meet eligibility criteria required by the Corporation for Public Broadcasting (CPB), the following are some of MSPR's (WMKY) diversity accomplishments during the 2019 calendar year:

- Partnered with Radio Eye to provide a radio reading service to individuals with developmental disabilities such as blindness, visually challenged and/or impaired
- Provided employment opportunities for individuals with developmental disabilities to promote independence, personal growth and empowerment
- Latino USA (NPR) airs Saturdays at 7:00am with insight into the experiences of Latino communities and as a window on the current and merging cultural, political and social ideas impacting Latinos
- Participated in Open House events at Morehead State University (October 5 and November 2)
- Broadcast cultural music and spoken word specials for Dr. Martin Luther King, Jr. Day, Black History Month, Memorial Day, Independence Day, Thanksgiving, Christmas, Hanukkah, and Winter Solstice
- Promoted cultural events at Morehead State University including art exhibitions, book readings, concerts, film screenings, lectures, plays, writing workshops, and spoken-word programs
- Sponsored and promoted cultural events in the region including Appalachian Holiday Arts & Crafts Fair, Cave Run Storytelling Festival, Cave Run Symphony Orchestra, First Friday Outdoor Market, Live on the Licking Summer Concerts, Morehead Hometown Holidays, Morehead Theatre Guild, Osher Lifelong Learning Institute, and Writer's Day Out
- Partnered with the Morehead Writing Project to improve student writing in Eastern Kentucky schools
- Partnered with A Storybook Christmas to collect new books for children from low-income families
- WMKY staff completed Corporation for Public Broadcasting (CPB) Workplace Harassment Training
- Leeann Akers served as a writing mentor for Morehead State University's Summer Journalism Camp
- Leeann Akers served as an interviewer for the Next STEP (Successful Training for Emerging Professionals) program at Rowan County Senior High School (September 25)
- Leeann Akers volunteered at Radio Eye for Celebrity Reader Week (November 6)
- Greg Jenkins completed Morehead State University's Safe Zone training program
- Paul Hitchcock continued to serve on the Commonwealth Council on Developmental Disabilities
- Paul Hitchcock volunteered at the "Just As I Am" event in Morehead for individuals and their families with developmental disabilities (March 21)
- Paul Hitchcock attended a Community Conversation workshop sponsored by the University of Kentucky Human Development Institute and Wellness4KY on building partnerships for individuals with disabilities to live healthier lives in a supportive community (May 3)
- Paul Hitchcock attended the Technology Enhancing Capabilities Conference in Naperville, IL (June 5)
- Paul Hitchcock gave a presentation to the Morehead Optimist Club on customized and supportive employment for individuals with developmental disabilities (July 9)

The following are some of MSPR's (WMKY) Diversity Goals for the 2020 calendar year:

- Broadcast diverse programs for a broader understanding of people, places and cultures
- Support diversity in the community through various outreach and engagement projects
- Sponsor local and regional cultural events to attract diverse audiences
- Recruit individuals representing diverse groups for internships, volunteers and work-studies
- Partner with Radio Eye to provide a radio reading service to individuals with developmental disabilities such as blindness, visually challenged and/or impaired
- Provide employment opportunities for individuals with developmental disabilities to promote independence, personal growth and empowerment

Morehead State Public Radio (WMKY) is committed to diversity in programming, staff, community outreach and engagement. Comments or questions may be directed to Paul Hitchcock, MSPR General Manager, at (606) 783-2334, or by e-mail at: p.hitchc@moreheadstate.edu

Morehead State University Statement

Student success is at the core of all we do at Morehead State University, and we believe that a diverse and inclusive campus plays a significant role in guaranteeing this success.

Diversity, as a concept, describes an inclusive community of people with varied human characteristics, ideas and world views related, but not limited, to race, ethnicity, sexual orientation, gender, religion, color, creed, national origin, disabilities, socio-economic status, life experiences, geographical region, or ancestry. Inclusion recognizes the creation of a safe, supportive, and nurturing environment by MSU that honors and respects those differences.

MSU's Chief Diversity Officer, Dr. Caroline Atkins, is responsible for the development and oversight of programs, services and initiatives designed to enhance the recruitment and successful retention of students and/or faculty and staff from diverse and under-represented population groups.

MSU's Diversity Plan (2017 – 2021) was approved by the Board of Regents on September 28, 2017. The plan was developed by faculty, staff, and students at MSU.

The plan may be viewed online at: <http://www.moreheadstate.edu/diversity>

Eagle Diversity Education Center

The Eagle Diversity Education Center (EDEC) is dedicated to developing and sustaining an academic, social and cultural environment that embraces and supports diverse student populations. The EDEC strives to consistently generate and facilitate activities and programming that challenge, support, and contribute to the continued development and success of students of color. Focused on the experience of students of color at MSU, EDEC coordinates an array of educational, cultural and social programs, collaborating with faculty, staff, academic departments, and campus organizations to encourage and stimulate positive social interaction, cultural and community awareness.

EDEC is inclusive to all members of the University community and provides focus towards African-American, Latino and Hispanic students. We have developed a student-focused, comprehensive educational experience to nurture an inclusive community on campus. We provide support to prospective and enrolled students of color, expanding opportunities for student engagement, leadership and scholarship.