

# **Morehead State Public Radio**

## **CPB Diversity Report (2021)**

Morehead State Public Radio (MSPR), including WMKY at 90.3FM and online at [wmky.org](http://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](http://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 2020 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
- NPR's Latino USA airs Saturdays at 7:00 a.m. 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 Morehead State University's Open House (February 1)
- Hosted "Brews & News" trivia challenge event at Sawstone Brewing Co. (February 29)
- Broadcast various cultural, music and spoken word specials and documentary series for Dr. Martin Luther King, Jr. Day, Black History Month, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving, Hanukkah, Winter Solstice and Christmas
- Promoted cultural events at Morehead State University, the Morehead-Rowan County community and throughout the region
- Partnered with Morehead's Storybook Christmas to promote collecting new books for children from low-income families
- Partnered with Rowan County Christmas to promote collecting new toys, games and clothes for children from low-income families
- WMKY staff completed Corporation for Public Broadcasting Workplace Harassment Training
- WMKY staff completed Morehead State University's Diversity Training
- Paul Hitchcock continued to serve on the Commonwealth Council on Developmental Disabilities
- "A Time for Tales" airs episode #400 (Sundays, 3:00 p.m.)
- "Health Matters" airs episode #900 (Saturdays, 10:00 a.m.)
- "The Reader's Notebook" surpasses more than 1,200 segments (weekdays, 9:06 a.m. and 5:45 p.m.)
- Broadcast several thirty and sixty second public service announcements in Spanish for Census 2020 and COVID-19 (March through September)
- Partnered with UK's Markey Cancer Center to broadcast "Cancer Crisis in Appalachia" with a series of interviews and stories of cancer patients and survivors (June)
- Broadcast NPR's four-part music documentary series, "Gospel Roots of Rock and Soul" (June)
- Leeann Akers served as a media panelist hosted by the Kentucky Community and Technical College System to discuss marketing and public relations (July 22)
- Partnered with WUKY to broadcast the 2020 Kentucky Women Writers Conference (August 17)
- Broadcast NPR's "Summer of Racial Reckoning" series (August – September)
- Partnered with WUKY to broadcast five concerts by the Lexington Chamber Orchestra
- Broadcast NPR's live coverage of the Vice-Presidential and Presidential Debates
- Partnered with Gateway Radio and Downtown Morehead Inc. to broadcast the 2020 Morehead-Rowan County Candidate Forum (October 27)
- Partnered with Rowan County Middle and High School Leadership Class students to produce and broadcast fourteen, two-minute tributes for Veterans Day (November 11)
- Greg Jenkins recorded and produced the Rowan County Senior High School Thespians' presentation of "It's A Wonderful Life" as a radio broadcast (December 17, 23 and 24)

The following are some of MSPR's (WMKY) Diversity Goals for the 2021 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 or visually 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 by e-mail at: [p.hitchc@moreheadstate.edu](mailto:p.hitchc@moreheadstate.edu) or by office phone at: 606-783-2334.

### **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) at Morehead State University 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.

### **Eagle Diversity and Inclusion Team**

The Eagle Diversity and Inclusion Team (EDIT) at Morehead State University serves as an advisory group to the President and Vice Presidents in an attempt to ensure the accomplishment of the university vision, mission and core values. The duties and responsibilities of the EDIT include, but are not limited to the following:

- Advising and providing recommendations to the President on issues, best practices, and professional development that impact the University's commitment to diversity, equity, and inclusion
- Collaborating with the Affirmative Action Officer to make recommendations on policies, procedures, and the implementation of the University's affirmative action and diversity plans
- Serving in a consultative role to the various University department's and units for proposed diversity-related initiatives to enhance the academic success and intellectual growth of students, faculty, staff and the greater Rowan County community
- Regular reporting to various constituency groups, including but not limited to the President's Senior Cabinet, President's Leadership Council, Staff Congress, Faculty Senate, Board of Regents, and Student Government Association