

Morehead State Public Radio

CPB Diversity Report (2022)

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.

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

Population = 24,662
Persons ages 18 or younger = 19.5%
Persons ages 65 or older = 14.5%
Females = 51.8%
White = 96.0%
African-American = 1.8%
Hispanic or Latino = 1.8%
Asian = 0.8%
American Indian = 0.2%
Two or more races or origins = 1.2%
High school graduate or higher = 84.2%
Bachelor's degree or higher = 25.1%
Individuals with a disability under age 65 = 12.9%
Language other than English spoken at home = 4.6%
Foreign-born persons = 2.3%
Military Veterans = 1,174
Median household income = \$38,230.00
Total employer establishments = 490
Total employment = 8,155
Persons below poverty level = 24.4%
Land area in square miles = 279.80
Households = 8,623
Household units = 10,411
Persons per household = 2.50
Population per square mile = 83.4
Households with a computer = 85.3%
Households with broadband internet = 81.7%
Median gross rent (monthly) = \$652.00
Mean travel time to work (minutes) age 16 years+ = 22.3

*Source:

United States Census Bureau (July 1, 2021)

www.census.gov/quickfacts/fact/table/rowancountykentucky/PST045221

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 2021 calendar year:

- Renewed an agreement (through March 1, 2023) 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 7:00 a.m. and Sundays at 6:00 a.m.) provides 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 (October 2 and November 13)
- 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, and Christmas
- Black History Month specials broadcast during February included "The Reckoning: Facing the Legacy of Slavery in America," "Say It Loud: Great Speech on Civil Rights," "King Stories: Dr. Martin Luther King, Jr." "Throughline: Billie Holiday, Shirley Chisholm and Octavia Butler," "We Shall Overcome: Civil Rights Jazz," "Louis Armstrong's New Orleans," "Max Roach: Drums Unlimited," and "Suite History: Four Jazz Composers and the African-American Odyssey"
- 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
- In a partnership with Public News Service, provided Spanish language versions of selected news stories for WMKY's website (www.wmky.org)
- WMKY staff completed Corporation for Public Broadcasting Workplace Harassment Training
- WMKY staff completed Morehead State University's Diversity Training
- Paul Hitchcock reappointed to serve on the Commonwealth Council on Developmental Disabilities
- Tanner Boyd appointed to the Onboarding Review Committee for MSU's Dept. of Human Resources
- Leeann Akers appointed to MSU's Gender Studies Leadership Team
- Leeann Akers and Paul Hitchcock attended NPR's webinar on Ethics and Editorial Standards (August 5)
- Paul Hitchcock participated in a diversity webinar hosted by Public Media For All: Vision 2022 (November 10)
- Broadcast public service announcements (:30) in Spanish for Autism, COVID-19 Vaccine, GED, Hunger, and Mental Health
- Promoted the Appalachian Arts & Entertainment Awards presented by the Mountain Arts Center in Prestonsburg (March 20)
- Putumayo Music Hour added to the broadcast schedule (Fridays at 10:00 p.m. and Sundays at 6:00 p.m.)

- Memorial Day specials included A Time For Tales (Special People), Golden Age of Radio (Battle of Normandy), Grant Alden's Field Notes (1955), Promise of Liberty, The Apple Seed, Top of Mind (World War II)
- Provided promotional support for Operation Gateway Kentucky (free health clinics) in Bath, Menifee, Montgomery, Morgan and Rowan counties (July 12 – 19)
- Independence Day specials include "The Privilege of Freedom," "Humankind: American Resilience," "Top of Mind," "Odd Numbers," "Nothin' But The Blues: 1991 Top 30 Countdown," "The Apple Seed," "A Time For Tales: Moth Stories," "United States Air Force Band: USAF Airmen of Note," and "Mr. Jack Daniels Original Silver Cornet Band"
- Kentucky Center for Traditional Music's "Sounds of Our Heritage" weekly audio feature debuts during Bluegrass Railroad and Bluegrass Sunday (July 17)
- Provided promotional support for the Morehead Market at the Rowan County Arts Center (July – September)
- Labor Day weekend specials include "A Time For Tales: Irish Stories," "The Apple Seed: End of Summer," "Destination Mars," "Top of Mind"
- Greg Jenkins served as stadium announcer for MSU's Blue and Gold Championship of Marching Bands (September 25)
- Provided promotional support for MSU's Department of Art and Design exhibit entitled "Black Art Matters," an exhibit featuring works by black artists (October); Kentucky Folk Art Center's "Cancer in Appalachia" exhibit (October 6 – November 19); MSU's Dept. of Art & Design exhibit "Gender Now" (October 27-November 17); MSU Choirs Candlelight Concert Choir (November 30), Appalachian Arts & Crafts Fair in Morehead (December 4); Advent Musicale in Mt. Sterling (December 4); and the Cave Run Symphony Concert in Morehead (December 4)
- Broadcast special programs for Hanukkah including "Hanukkah Lights" and "Hanukkah in Story and Song" (November 28-29)

The following are some of MSPR's (WMKY) Diversity Goals for the 2022 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 or by office phone at: 606-783-2334.

Morehead State University Statements

Diversity & Inclusion Initiative

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.

Additional information is available at: <http://www.moreheadstate.edu/diversity>

Student Eagle Diversity Center

The Student Eagle Diversity Center (SEDC) is dedicated to developing and sustaining an academic, social and cultural environment that embraces and supports diverse student populations. We strive 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, SEDC 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.

SEDC 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.

Students who take advantage of the services and programming offered by the Student Eagle Diversity Center will:

- Develop an appreciation of different cultures
- Gain experience working with diverse populations
- Learn to utilize campus resources to achieve academic and personal success
- Become active citizens, lifelong learners and leaders in a diverse and inclusive community

Services provided by the Student Eagle Diversity Center include:

- Cultural/educational programming
- Student support and development
- Community cultivation
- Support MSU's efforts to recruit, retain and graduate students of color
- Help the MSU family develop a better understanding of the experience of students of color

Additional information is available at: <http://www.moreheadstate.edu/edec>

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

Additional information is available at: <http://www.moreheadstate.edu/diversity>

Respectfully submitted,

Paul W. Hitchcock, General Manager
Morehead State Public Radio (WMKY)

January 14, 2022