

Morehead State Public Radio CPB Diversity Report (2016)

Morehead State Public Radio (MSPR) and WMKY's primary listening area is Morehead, Kentucky located in Rowan County and twenty surrounding counties throughout eastern Kentucky. Coverage is extended by a translator (W202BH) in Inez, Kentucky located in Martin County.

The 2013 U.S. Census provides the following data for WMKY's primary coverage area in Rowan County:

Population = 23,527
Persons ages 18 or younger = 19.3%
Persons ages 65 or older = 13.3%
Females = 51.5%
White = 96%
African-American = 1.9%
Hispanic or Latino = 1.4%
Asian = 0.8%
American Indian = 0.2%
Language other than English spoken at home = 2.6%
Foreign-born persons = 1.1%
Military Veterans = 1,345
Median household income = \$33,615
Persons below poverty level = 30.0%
Land area in square miles = 279.80
Persons per square mile = 83.4

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, the following are some of MSPR's diversity accomplishments during the 2015 calendar year:

- Partnered with Radio Eye, Inc. to provide a radio reading service to the blind, visually challenged and impaired while assisting to provide 10 specially-designed radios to qualified applicants in the region
- Mihaela Maynard named new host of "Sin Fronteras," a monthly Spanish/English bi-lingual program on the people, places and culture of the Spanish-speaking community
- Sponsored several cultural events at Morehead State University including a Creative Writing Symposium, Contemporary Music Festival and Art Abstractions Group Exhibition
- Produced a series of public service announcements for the Fair Housing Project for low-income families, persons with disabilities, people with limited English abilities, homeless and other minorities
- Provided 100 copies of "Best of Americana Crossroads Live" (MSPR production) to Blessing Hands for distribution to the people of the Guangxi Province of China on a goodwill mission trip

The following are some of MSPR's Diversity Goals for the 2016 calendar year:

- Enhance partnership with Radio Eye by providing studio space and assistance to volunteers to record regional programming content for the radio reading service
- Partner with D&S Community Services to provide employment opportunities for individuals with varying abilities to promote their independence, integrity and quality of life
- Sponsor MSU campus and regional cultural events with an appeal to attract diverse audiences
- Recruit individuals representing diverse groups for internships or work-studies at MSPR
- Continue the broadcast of diverse programs for a broader understanding of people, places and cultures

Morehead State Public Radio (WMKY) is committed to diversity in programming, community outreach and staff. Comments or questions may be directed to Paul Hitchcock, MSPR General Manager, at 606.783.2001 or by e-mail at: p.hitchc@moreheadstate.edu