

Morehead State Public Radio CPB Diversity Report (2017)

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.

2015 U.S. Census data for WMKY's primary coverage area in Rowan County, Kentucky:

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%
High school graduate or higher = 82%
Individuals with a disability under age 65 = 10.8%
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 household = 2.44
Persons per square mile = 83.4

2015 U.S. Census data for WMKY's secondary coverage area in Martin County, Kentucky:

Population = 12,307
Persons ages 18 or younger = 20.6%
Persons ages 65 or older = 14.2%
Females = 44.1%
White = 91.5%
African-American = 7.3%
Hispanic or Latino = 3.4%
Asian = 0.2%
American Indian = 0.4%
High school graduate or higher = 71.9%
Individuals with a disability under age 65 = 25.8%
Language other than English spoken at home = 2.4%
Foreign-born persons = 0.6%
Military Veterans = 548
Median household income = \$25,795
Persons below poverty level = 40%
Land area in square miles = 229.61
Persons per household = 2.57
Persons per square mile = 56.3

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 2016 calendar year:

- Sponsored several cultural events at Morehead State University including concerts, art exhibits, film screenings, plays, lecture and reading series
- Partnered with Radio Eye, Inc. to provide a radio reading service to the blind, visually challenged and impaired and assisted to provide specially-designed radios to qualified applicants in the region
- Partnered with D&S Community Services to provide employment opportunities for individuals with varying abilities to promote their independence, integrity and quality of life
- Broadcast several cultural music and spoken word specials during Black History Month, Memorial Day, Independence Day, Thanksgiving, Christmas, Chanukah and Winter Solstice
- Provided 150 copies of "Best of Americana Crossroads Live" (MSPR production) to Blessing Hands for distribution to the people of the Guangxi Province of China
- Partnered with A Storybook Christmas to collect new books for children and senior citizens in low-income families
- Sponsored several cultural events in the region including Art in the Garden (Augusta), Cave Run Storytelling Festival (Morehead), Bill Williams Heritage Music Festival (Greenup), First Friday Outdoor Market (Morehead), Greenup Music Festival (Greenup) and Market in the Park (West Liberty)

The following are some of MSPR's Diversity Goals for the 2017 calendar year:

- Partner with Radio Eye to assist the distribution of radios to qualified applicants in the region
- Provide employment opportunities for individuals with varying abilities to promote their independence, integrity and quality of life
- Sponsor Morehead State University and regional cultural events to attract diverse audiences
- Recruit individuals representing diverse groups for internships and work-studies
- Schedule for broadcast diverse programs for a broader understanding of people, places and cultures
- Support diversity in the community through various outreach and engagement projects

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 606.783.2334 or by e-mail at: p.hitchc@moreheadstate.edu