

Morehead State Public Radio CPB Diversity Report (2018)

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 2017 calendar year:

- 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
- Guest speaker at meetings of the Gateway Coalition for Workforce Diversity (January 18) and the Morehead-Rowan County Chamber of Commerce (May 4) on the benefits of employing individuals with varying abilities
- Broadcast several cultural music and spoken word specials during Black History Month, Memorial Day, Independence Day, Thanksgiving, Christmas, Chanukah and Winter Solstice
- Provided 50 copies of "Best of Americana Crossroads Live" (MSPR production) to Blessing Hands for distribution to the people of the Guangxi Province of China
- "Audio Visions" MSU student-hosted music program debuts on MSPR (September 14)
- Provided eleven non-profit community organizations and events with a total of 1,075 in-kind promotional announcements (2017 "Arts Matter – Pay It Forward" campaign)
- Sponsored several cultural events at Morehead State University including concerts, art exhibits, film screenings, plays, lectures and spoken-word programs
- Sponsored several cultural events in the region including Appalachian Holiday Arts & Crafts Fair (Morehead), Art in the Garden (Augusta), Cave Run Storytelling Festival (Morehead), Cave Run Symphony Orchestra (Morehead), Col. Bill Williams Heritage Music Festival (Greenup), First Friday Outdoor Market (Morehead), Greenup Music Festival (Greenup) and Hometown Holiday (Morehead)
- Partnered with A Storybook Christmas to collect new books for children from low-income families

The following are some of MSPR's Diversity Goals for the 2018 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 encourage their independence, integrity and quality of life
- Recruit individuals representing diverse groups for internships and work-studies
- Sponsor Morehead State University and regional cultural events to attract diverse audiences
- Support diversity in the community through various outreach and engagement projects
- Broadcast 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 606.783.2334 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, Charles Holloway, develops and oversees 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.

Mr. Holloway also serves as MSU's affirmative action officer and holds primary responsibility and accountability for ensuring equal employment opportunity and non-discrimination in employment areas and for developing and implementing the campus' affirmative action program.

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>