

Morehead State Public Radio **CPB Diversity Report (2019)**

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 2018 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
- Provided employment opportunities for individuals with developmental disabilities to promote independence, integrity and quality of life
- Latino USA (NPR) added to weekly programming
- Participated in Open House events at Morehead State University (February 24 and October 6)
- Broadcast several cultural music and spoken word specials during Black History Month, Christmas, Hanukkah, Independence Day, Labor Day, Memorial Day, Thanksgiving and Winter Solstice holidays
- Provided 50 CD copies of Kentucky Center for Traditional Music performances to Blessing Hands for distribution to the people of the Guangxi Province of China
- Paul Hitchcock (MSPR General Manager) appointed to the Commonwealth Council on Developmental Disabilities
- Paul Hitchcock (MSPR General Manager) participated in a regional workshop sponsored by Kentucky Works on Education Opportunities for Individuals with Disabilities (May 21)
- Sponsored several cultural events at Morehead State University including art exhibitions, book readings, concerts, film screenings, lectures, plays and spoken-word programs
- Sponsored several cultural events in the region including Appalachian Holiday Arts & Crafts Fair, Cave Run Storytelling Festival, Cave Run Symphony Orchestra, First Friday Outdoor Market, Morehead Hometown Holidays, Morehead Theatre Guild productions and Writer's Day Out
- 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 2019 calendar year:

- Partner with Radio Eye, Inc. to provide a radio reading service to individuals who are blind, visually challenged or impaired
- Provide employment opportunities for individuals with developmental disabilities to encourage 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, 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) 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.

Students who take advantage of the services and programming offered by the EDEC 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.