

Morehead State Public Radio

CPB Diversity Report (2023)

Morehead State Public Radio (MSPR), including the flagship station WMKY (90.3FM), 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. MSPR is also online at: www.wmky.org

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

Population = 24,861
Persons ages 18 or younger = 19.6%
Persons ages 65 or older = 14.4%
Females = 51.4%
White = 95.6%
African-American = 1.8%
Hispanic or Latino = 2.0%
Asian = 0.8%
American Indian = 0.2%
Two or more races or origins = 1.4%
High school graduate or higher = 86.9%
Bachelor's degree or higher = 25.8%
Individuals with a disability under age 65 = 11.2%
Language other than English spoken at home = 3.3%
Foreign-born persons = 1.6%
Military Veterans = 1,076
Median household income = \$45,681.00
Total employer establishments = 498
Total employment = 7,597
Persons below poverty level = 20.9%
Land area in square miles = 279.84
Households = 8,819
Household units = 10,569
Persons per household = 2.46
Population per square mile = 88.1
Households with a computer = 90.5%
Households with broadband internet = 87.1%
Median gross rent (monthly) = \$721.00
Mean travel time to work (minutes) age 16 years+ = 22.2

Source:

United States Census Bureau (July 1, 2022)

<https://www.census.gov/quickfacts/fact/table/rowancountykentucky/PST045222>

MSPR's mission is to provide programming that is educational, informative and entertaining to Rowan County, Kentucky and the primary and secondary counties in the region. It is imperative for MSPR to be responsive to the interests and needs of the diverse population served in the region.

MSPR Mission Statement: Morehead State Public Radio provides regional news, shared knowledge and cultural perspectives to a diverse audience across Appalachian Kentucky. MSPR's programming connects our region to the world and our communities to one another.

MSPR Vision Statement: MSPR is the voice for the people of east Kentucky – keeping them well informed, fully engaged and deeply connected to their community and to the world.

MSPR Values Statement: MSPR supports core values of diversity (an inclusive organization embracing diversity through a supportive environment open to varied backgrounds and perspectives), integrity (serving the public interest through actions which are ethical, honest, transparent, fair and consistent), and respect (a caring and understanding environment encouraging communications to foster teamwork and individual rights). We exist to serve the Appalachian region to encourage life-long learning, civic participation and to create a better quality of life in east Kentucky.

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 2022 calendar year:

- Continued a partnership 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
- MSPR airs NPR's Latino USA (Saturdays 7:00 a.m., Sundays 6:00 a.m.) which provides insight into the experiences of Latino communities and as a window on the current and merging cultural, political and social ideas impacting Latinos
- MSPR's Community Advisory Board conducted Quarterly Meetings on February 2, May 4, August 31, and November 9
- Participated in Morehead State University's Spring and Fall Open House Events
- Broadcast public service announcements for AARP Caregiving, American Legion, Discover Nature, Feeding America, Foster Care Adoption, Gun Safety, Kentucky Blood Center, Kentucky Council on Postsecondary Education, Lung Cancer Screening, MSPR's Website News Stories, Radio Eye
- Broadcast Spanish-language public service announcements for AARP Caregiving, Discover Nature, High School Equivalency (GED), and MSPR's Website News Stories
- 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," "Separate and Unequal," "When Sunday Comes," "A Time For Tales: African-American Storytellers," and "Muddy Bottom Blues: Elmore James"
- Promoted cultural events at Morehead State University, the Morehead-Rowan County community and throughout the region
- In a partnership with Public News Service, provided Spanish language versions of selected news stories for WMKY's website (www.wmky.org), and created a designated page to archive the stories
- Provided a tour of MSPR's studios to Morgan County High School students (April 8) and Kentucky Governor's Scholars Program students (July 19)

- WMKY staff completed Corporation for Public Broadcasting Workplace Harassment Training
- Leeann Akers served on MSU's Gender Studies Leadership Team
- Leeann Akers attended the Coalition on Adult Basic Education National Conference (April 11-13)
- Tanner Boyd selected to the 2022-23 Morehead-Rowan County Chamber of Commerce Leadership Academy
- Tanner Boyd served on the MSU's Department of Human Resources' Onboarding Review Committee
- Tanner Boyd served as a MSU Move-In Ambassador for new and first-year students during move-in (August 11)
- Paul Hitchcock served on the Commonwealth Council on Developmental Disabilities
- Paul Hitchcock family featured in Exceptional Family Magazine (Accessory Dwelling Units)
- Greg Jenkins attended an NPR webinar on Sound Exchange Music Reporting (January 26)
- Memorial Day specials included Muddy Bottom Blues (Rusty Young Tribute), Golden Age of Radio (V-J Day), The Apple Seed, Memorial in Song, Top of Mind
- Independence Day specials included Grant Alden's Field Notes (Honky Tonk Music), Nothin' But The Blues (1992 Top 30 Countdown), Quite Early Morning: Life, Times & Legacy of Pete Seeger, The Apple Seed (Independence Day), 2022 USAF Jazz Heritage Radio Series: Airmen of Note, The Privilege of Freedom, Leroy Anderson & Boston Pops, Broad Stripes, Bright Stars & White Lies: America's First Flag
- Labor Day weekend specials included Labor Day Weekend Music Special, Beat Latino Labor Day Special, Peace Talks Radio: Grassroots Storytelling Solutions to Systemic Conflicts, The Pulse Labor Day Special, The Hidden Economics of Remarkable Women
- Halloween specials included Special programs for Halloween weekend included Odd Numbers Halloween Special, Nothin' But The Blues Voodoo Blues Special, Golden Age of Radio (The War of the Worlds), A Time For Tales (Scary Stories), Classical Music with Greg Jenkins
- Thanksgiving weekend specials included Thanksgiving weekend included Songs of Hearth and Home, Fulltime Blues: Thanksgiving Blues, Nothin' But The Blues: 1992 Top 30 Album Countdown, Jazz and The American Spirit: Thanksgiving Jazz, In The Good Old Days When Times Were Bad: Songs From Dolly Parton, The Apple Seed: Thanksgiving
- Broadcast special programs for the winter holidays including Chanukah, Christmas, Kwanzaa, New Years, and Winter Solstice (December 11 – January 1)
- 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
- Provided broadcast promotional support for the following regional events:
 1. MSU Sophomore Art Exhibition (February 2)
 2. Rowan County Arts Center: One Night Only Concert (February 11)
 3. Cave Run Symphony Orchestra (February 20)
 4. Morehead Antiques and Art Market (March 4)
 5. Morehead Theatre Guild: All The King's Women (March 18 – 27)
 6. Rowan County Senior High School Theatre: Seussical The Musical (March 24 – 27)
 7. Gateway Regional Arts Center: Passion Project Photography Exhibit (March 25)
 8. Rowan County Arts Center: Maker's Market (April – October)
 9. MSU Music Industry Concert (April 11)
 10. MSU Art & Design Senior Exhibition (April 13)
 11. Cave Run Symphony Orchestra (April 24)
 12. MSU Art & Design BFA Thesis Exhibition (April 27)

13. Morehead-Rowan County Tourism: Morehead Kentucky Proud Expo (April 29-30)
14. Gateway Regional Arts Center: Throwback Prom (May 14)
15. Morehead Roots Music Festival (May 27-28)
16. St. Claire Healthcare Home Radon Detection (June – July)
17. Flemingsburg Tourist Commission: Summer Palooza (June 18)
18. Downtown Morehead, Inc.: Independence Day Weekend (July 1-2)
19. MSU Music, Theatre & Dance: U.S. Army Lone Star State Brass Band (August 12)
20. MSU Military Initiatives: Military Mental Health Awareness Fair (August 13)
21. MSU Military Initiatives: Kentucky National Guard Care Letters (August-October)
22. Rowan County Christmas Golf Scramble (August 20)
23. Cave Run Symphony Orchestra Concert (September 25)
24. MSU Development: Giving (October)
25. MSU Centennial Celebration (October – November)
26. MSU Homecoming Weekend (October 20 – 22)
27. Rowan County Christmas: Empty Bowls Fundraiser (October 27)
28. Morehead Theatre Guild: The Strange Case of Dr. Jekyll & Mr. Hyde (Oct. 28 – Nov. 6)
29. KY Center for Traditional Music: Paul Brock Concert (November 8)
30. Rowan Co. Sr. High School Theatre production of “Clue” (November 10)
31. Rowan Co. Elementary School Drama production of “Moana Junior” (November 19)
32. Rowan County Christmas (November 7 – December 5)
33. Storybook Christmas (November 28 – December 5)
34. Cave Run Symphony Orchestra Hometown Holiday Concert (December 3)

The following are some of MSPR’s (WMKY) Diversity Goals for the 2023 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
- Partner with MSU’s Spanish 440 class and MSU’s Office of Service Learning to provide local news translated into Spanish on MSPR’s website (www.wmky.org)
- 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: <https://moreheadstate.edu/about-msu/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: <https://moreheadstate.edu/student-support/student-eagle-diversity-center>

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: <https://moreheadstate.edu/about-msu/diversity/eagle-diversity-team>

Respectfully submitted,

Paul W. Hitchcock, General Manager
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