

Morehead State Public Radio

CPB Diversity Report (2024)

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 = 24,388
Persons ages 18 or younger = 19.8%
Persons ages 65 or older = 15.0%
Females = 51.0%
White = 95.5%
African-American = 1.9%
Hispanic or Latino = 2.2%
Asian = 0.8%
American Indian = 0.2%
Two or more races or origins = 1.5%
High school graduate or higher = 86.8%
Bachelor's degree or higher = 27.1%
Individuals with a disability under age 65 = 10.8%
Persons without health insurance under age 65 = 6.8%
Language other than English spoken at home = 3.0%
Foreign-born persons = 1.9%
Military Veterans = 920
Median household income = \$50,038.00
Total employer establishments = 527
Total employment = 7,440
Persons below poverty level = 21.4%
Land area in square miles = 279.84
Households = 8,952
Household units = 10,636
Persons per household = 2.43
Population per square mile = 88.1
Households with a computer = 92.4%
Households with broadband internet = 89.9%
Median gross rent (monthly) = \$759.00
Mean travel time to work (minutes) age 16 years+ = 21.8

Source:

United States Census Bureau (July 1, 2023)

<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 2023 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 8, May 3, August 9, and November 1
- Participated in Morehead State University's Spring and Fall Open House events
- Broadcast public service announcements for Alzheimer's Foundation, American Lung Association, American Psychiatric Association Foundation, Centers for Disease Control and Prevention, Crohn's & Colitis Foundation, Federal Emergency Management Agency, Kentucky Blood Center, Kentucky Council on Postsecondary Education, National Council on Aging, National Federation of the Blind, National Volunteer Fire Council, Reading is Fundamental, U.S. Department of Labor, U.S. Food & Drug Administration,
- Broadcast Spanish-language public service announcements for American Psychiatric Association Foundation, Crohn's & Colitis Foundation, Federal Emergency Management Agency, National Council on Aging, MSPR's Website News Stories
- 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)
- Provided a tour of MSPR's studios to students with the Morehead Writing Project through MSU's Summer Arts Academy (June 16), Morgan County High School students (April 8) and Kentucky Governor's Scholars Program students (July 14)
- WMKY staff completed Corporation for Public Broadcasting Workplace Harassment Training

- Paul Hitchcock gave a presentation on MSPR to the Morehead Optimist Club (January 10)
- Installed new Wheatstone audio board equipment in MSPR's announce studio and production rooms
- Provided NPR's live coverage in English and Spanish on MSPR's website of Pres. Biden's State of the Union Address (February 7)
- Rowan County Senior High School student essays featured on Mountain Edition (February)
- A total of 9 MSPR staff members (3 professional, 6 students) won a total of 14 awards with the 2023 Kentucky Broadcasters Association Impact Broadcast Awards. In the professional division, two 1st Place (Long Newscast, Sports Reporting) and one 2nd Place (Long Newscast). In the college division, six 1st Place (Feature Story, Newscast, Public Affairs, Radio Reporter, Sports Coverage, Website), five 2nd Place (Digital Journalist, Feature Story, Newscast, Public Affairs, Sports Coverage)
- Through a partnership with MSU's The Trail Blazer online newspaper, broadcast "Bill Clifton, Song Carrier," a three-part audio documentary series (June)
- Broadcast "Heart of The Orchard," a six-part Americana music and narrative program hosted by MSU traditional music student Hailey King
- MSPR begins production of "Morehead State Today," a weekly four-minute feature on people, programs, and events at Morehead State University (July 10)
- New weekend programs added include "Bluegrass Diversion," "Folk Alley," "High Country Celtic Radio," "International Americana Music Show," "Pickin' Parlor," "The Midnight Special," "Modern Notebook" (September and October)
- MSPR Student Art Showcase: Ethan Jenkins exhibited in MSPR's facilities (October 1-November 30)
- WMKY participated in a national Emergency Alert System test conducted by the Federal Emergency Management System and Federal Communications Commission (October 4)
- Leeann Akers recognized as the 2022 Faculty Supervisor of the Year and Paul Hitchcock received the 2022 Staff Community and Civic Engagement Award during MSU's Celebration of Student Scholarship Award Ceremony (April 19)
- Samantha Morrill named MSPR's News Director (September 5)
- Partnered with Morehead's Storybook Christmas to promote collecting new books for children from low-income families (November)
- Paul Hitchcock participated in webinars provided by the National Association of Broadcasters, National Public Radio, and the Corporation for Public Broadcasting
- Paul Hitchcock served as a judge for the West Virginia Broadcasters Association's Excellence in Broadcasting Awards
- Black History Month specials broadcast during February included "Expanding Our Origin Story," "The Homecoming," "The HBCU Renaissance," "Riding Jane Crow," and "The Health Gap"
- Broadcast special programs for Women's History Month in March including "Some Respect For Aretha," "WHER: 1000 Beautiful Watts," and "Rocket Girls & Astro-Nettes"
- Broadcast several special programs for Memorial Day weekend including "Taj Mahal: The Making of Savoy," "Golden Age of Radio: The Battle of Normandy/D-Day Remembered," and "The Apple Seed: Memorial Day Memories"
- In collaboration with the Memorial Day Foundation, provided a moment of silence and played "Taps" at 3:00pm in support of the National Day of Remembrance (May 29)
- Broadcast several special programs for Independence Day weekend including "Wood Warblers Jazz Grass: Origins of the Banjo," "Fur Peace Ranch: Trey Hensley and Rob Ickes," "Nothin' But The Blues 1993 Top 30 Countdown," "Wind & Rhythm: Americana," "The Apple Seed: Independence Day," "The Privilege of Freedom," and "Leroy Anderson and Boston Pops"

- Broadcast several special programs for Thanksgiving weekend including “Harvest Home with Jay Ungar and Molly Mason,” “The Emergence of John Prine,” “Nothin’ But The Blues 1993 Top 30 Countdown” and “Songs of Hearth and Home”
- Broadcast special programs celebrating Hanukkah including “A Hanukkah Celebration” and “Hanukkah in Story and Song” (December 7)
- Broadcast special programs for the Christmas and winter holiday season including “Big Band Boulevard – A Swinging Big Band Christmas,” “Children’s Hour Holiday Special,” “Holiday Jazz with Dee Alexander,” “Leroy Anderson Christmas Festival,” “American Landscapes: An American Christmas,” “This Holy Night,” “The Nutcracker with The Royal Philharmonic Orchestra,” “Ballad of The Brown King,” “Winter Holidays Around The World,” “Film Score: Music For The Winter Holidays,” “Christmas Revels: Celebration of The Winter Solstice,” “Christmas With Madrigalia,” “Patrick Stewart Presents A Christmas Carol,” “Hip Holiday Mix,” “Odd Numbers Christmas Special,” “Christmas On The Air,” “King’s College Nine Lessons and Carols,” “Rochester Festival of Lessons and Carols,” and “Messiah: Pittsburgh Symphony”
- Broadcast special programs for New Years including “The Lasting Impact of Robbie Robertson,” “Tony Bennett – Class Act,” “Jazz and The American Spirit,” “No Small Endeavor Holiday Toolkit,” and “Nothin’ But The Blues: Best of 2023”
- Provided broadcast promotional support for the following regional events:
 1. MSU Open House (February 18)
 2. MSU Upward Bound 2023 Summer Employment
 3. Morehead Theatre Guild production of “Visiting Mr. Green” (February 24-March 5)
 4. Steven Middleton’s “Stages and Waves” film at CoffeeTree Books (February 27)
 5. MSU Spring Career and Internship Fair (March 1)
 6. Cave Run Symphony Orchestra Concert (March 26)
 7. Rowan County Arts Center: Maker’s Market (April 1, May 6, June 3)
 8. MSU Music Industry Club Concert (April 3)
 9. KCTM Community Square Dance (April 18)
 10. Painted Hills Garden Club: Heart & Soil Garden Festival (April 22)
 11. Cave Run Symphony Orchestra (April 23)
 12. MSU Jazz Program and Downtown Morehead: Battle of the Bands Festival (April 22)
 13. Rowan County Senior High School Theater: Into The Woods (April 27 – 30)
 14. Friends of Rodburn Hollow Park: Art From The Park (May 6)
 15. DOVES of Gateway: Evening of Dance (May 13)
 16. Menifee Community Theatre Group: Clue (June 9 – 17)
 17. Downtown Morehead Inc: Freedom Fest (June 30 – July 1)
 18. Rowan County Arts Center: Maker’s Market (July 1, August 5, September 2)
 19. Downtown Morehead Inc: Freedom Fest (July 1)
 20. Morehead State University Fall Move-In (August 9-11)
 21. Morehead Arts & Crafts Festival (September 16)
 22. MSU Fall Career & Internship Fair (September 27)
 23. MSU Open House (September 30)
 24. Morehead State University: Points of Pride, Eagle (Student Athletes)
 25. Rowan County Arts Center: Maker’s Market (October 7)
 26. Rowan County Senior High School Theatre: Night Of The Arts (October 26)
 27. Morehead Harvest Festival (October 27-30)
 28. Rowan County Christmas Empty Bowls Fundraiser (November 2)
 29. Morehead Theatre Guild: Inlaws, Outlaws and Other People (November 3-12)
 30. A Storybook Christmas (November 13 – 30)

The following are some of MSPR's (WMKY) Diversity Goals for the 2024 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://www.moreheadstate.edu/about-msu/diversity>

Student Eagle Diversity Center

The Student Eagle Diversity Education Center (SEDEC) 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, SEDEC 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.

SEDEC 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 Education 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 Education 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://www.moreheadstate.edu/student-support/eagle-diversity-education-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://www.moreheadstate.edu/about-msu/diversity/eagle-diversity-team>

Respectfully submitted,

Paul W. Hitchcock, General Manager
Morehead State Public Radio (WMKY)
132 Breckinridge Hall
Morehead State University
Morehead, KY 40351

January 10, 2024