

Morehead State Public Radio

2021 CPB Station Activities Report

Morehead State Public Radio (MSPR) is governed by the Board of Regents at Morehead State University (MSU) in Morehead, Kentucky. MSPR operates at 50,000 watts (50,000 kW) by its flagship station, WMKY at 90.3FM. WMKY can also operate at 5,000 watts (5kW) using an auxiliary transmitter and non-directional antenna.

Since 1965, WMKY has served the communities in more than twenty counties throughout eastern Kentucky, southern Ohio and western West Virginia. MSPR also broadcasts live online through WMKY's website (www.wmky.org), phone apps and smart speakers.

MSPR's mission is to provide regional programming that is educational, informative and entertaining. MSPR's staff consists of four full-time directors, part-time personnel, Morehead State University student work-studies and community volunteers. MSPR offers locally-produced regional news, informational, public affairs and documentary programming. MSPR also provides a variety of locally-hosted music programs consisting of classical, jazz and Americana (bluegrass, blues, country, folk, old-time, and traditional).

News and Information Programming (locally-produced)

1. "Open Mic" is a weekly public affairs program focusing on community issues, people and events important to the listeners in the MSPR region. The program explores current event topics including arts and culture, education, employment, environment, government, health and wellness, and tourism
2. "Midday News" is a weekday, half-hour news program on current news, issues and events from the MSPR region. This program also offers extended news, arts and culture features
3. "Mountain Edition" is a weekday, half-hour news program on current news, issues and events from the MSPR region. The program also offers sports, weather, commentaries and stock reports
4. Local newscasts are provided weekday mornings during National Public Radio's (NPR) "Morning Edition" and weekday afternoons during NPR's "All Things Considered"
5. Partnered with Public News Service to provide Spanish language versions of regional news stories on WMKY's website

MSPR regularly covers a variety of issues including economy, education, environment, government and politics, health and welfare, transportation, tourism and other issues important to the region. In 2021, MSPR provided more than 2,500 regional stories (scripts and audio) and more than 80 extended news features.

MSPR also provides election coverage from surrounding counties in the broadcast region with live reports, interviews and election results during the primary, general and special elections. MSPR regularly invites regional newsmakers to discuss current events and issues.

Community event announcements are read live throughout the broadcast day by studio announcers and program hosts. A list of community events are also made available on MSPR's website. In 2021, more than 300

community announcements were provided as MSPR's public service to the region.

MSPR provided several pre-recorded public service announcements including Autism, COVID (Delta, masks and vaccine), Employment, FAFSA, Feeding America, Foster Care Adoption, GED, Kentucky National Guard Youth Challenge, Lung Cancer Screening, Mental Health, Rowan County Broadband, Operation Gateway Kentucky Health Clinics, Rowan County Christmas, School Bus Safety, Story Corps and Winter Clothes Drive.

MSPR also provided pre-recorded Spanish-language public service announcements for Autism, COVID Vaccine, GED, Hunger, and Mental Health.

Music Programming (locally-produced)

1. Classical music is presented Monday through Friday from 9:00am to 1:00pm. Feature segments during the weekday program include Pulse of the Planet, 90 Second Naturalist, and The Reader's Notebook
2. MSPR offers weekly jazz and blues music programs including "Big Band Boulevard," "Live From The Jazz Lounge," "Sunday Night Jazz Showcase," "Nothin' But The Blues," and "Muddy Bottom Blues"
3. Americana and other music programs include "Bluegrass Railroad" and "Bluegrass Sunday" (bluegrass), "Grant Alden's Field Notes" (Americana) and "Odd Numbers" (variety)
4. Partnered with the Kentucky Center for Traditional Music at Morehead State University to provide "Sounds of Our Heritage," a weekly fifteen-minute series spotlighting bluegrass and traditional music

During MSPR's locally-hosted music programs, regional events are promoted. Musicians and songwriters are often invited to the studios to perform and discuss their music.

Additional Programming and Services (locally-produced)

1. "A Time for Tales" is as a weekly hour of storytelling through words and music, featuring regional and national storytellers
2. "The Golden Age of Radio" is a weekly hour of classic, old-time radio programs from the 1930's through the 1950's including westerns, comedy, adventure and suspense
3. "The Reader's Notebook" is a weekday, four minute feature offering literary or historical detail on a particular subject including science, technology, philosophy, history, and the arts
4. MSPR offers additional services on the station's website including live web-streaming, news features and stories, programming and station information. Archived audio files and podcasts of locally-produced regional programs are also available on MSPR's website including "Open Mic," "Mountain Edition," and "The Golden Age of Radio"
5. Partnered with Morehead State University's Office of Enrollment Services to produce "The Blue and Gold Halftime Show," a series of halftime features for broadcast on the Eagle Sports Network

6. "Golden Age of Radio" featured a special program on The Battle of Normandy for Memorial Day

The support from listener contributions, local underwriting and the Corporation for Public Broadcasting (CPB) enables MSPR to purchase programming from National Public Radio (NPR) such as "All Things Considered," "Morning Edition," "Mountain Stage," and live events and special programming. Programs acquired from Public Radio International (PRI) and Public Radio Exchange (PRX) include "Classical 24," "Jazz Happening Now," "Latino U.S.A." and "The World." Programs purchased from the African-American Public Radio Consortium include "Café Jazz" and "Return to The Source." Additional network programming acquired for broadcast include "Conversations From The World Café," "E-Town" and "The Putumayo World Music Hour."

MSPR also broadcasts public affairs programs produced by Kentucky Educational Television (KET) including "Comment on Kentucky," "Connections with Renee Shaw" and "Kentucky Tonight."

MSPR often presents special programming throughout the year to celebrate holidays or cultural events such as Dr. Martin Luther King, Jr. Day, Black History Month, Women's History Month, Memorial Day, Independence Day, Labor Day, Hispanic Heritage Month, Veterans Day, Thanksgiving, Hanukkah, Christmas, and others.

MSPR partners with the Associated Press, Kentucky News Network and Public News Service for use of their print and audio services. A partnership with the Ledger Independent newspaper (Maysville) and The Trail Blazer (Morehead State University) provides web-based news stories for MSPR's website.

MSPR also provides web-based news stories and press releases on the station's website from Morehead State University, West Virginia Public Broadcasting, WUKY and various state agencies involving stories relating to arts and culture, education, health and wellness, legislation, public affairs and transportation.

Providing support for MSPR's programming and community service to the region are volunteers, part-time employees and student work-studies. These individuals provide vital operational support to MSPR's full-time staff in various roles including news reporters, program hosts, production assistants and more.

In 2021, there were more than 30 part-time employees, student work-studies and volunteers involved at MSPR. The student work-study program is an important aspect of MSPR's mission, providing many educational opportunities in a structured, supported and professional environment.

MSPR's Fall Membership Drive was conducted through on-air messaging and social media platforms. Messages primarily encourage listeners to renew their support and become new members. Due to the ongoing COVID pandemic, live, on-air fundraisers were cancelled, in part, to the economic hardship in the region, and restrictions at the radio station. Instead, MSPR staff members encouraged listeners to support regional non-profit organizations such as clothing and food banks, homeless shelters and other community support groups.

Awards/Professional Development/Recognitions

1. MSPR staff won 13 awards from the 2021 Kentucky Associated Press Impact Awards sponsored by the Kentucky Broadcasters Association
2. Nacogdoches Miller named the recipient of MSPR's Outstanding Student Award
3. Daria Denysenko named the recipient of the Community Advisory Board's Student Leadership Award

4. WMKY employees completed Corporation for Public Broadcasting (CPB) Workplace Harassment Training (required)
5. MSPR staff completed MSU's Diversity Training (required)
6. MSPR staff completed MSU's Cyber Security Training (required)
7. MSPR full-time staff participated in various webinars hosted by Commonwealth Council on Development Disabilities, Corporation for Public Broadcasting, National Public Radio, Nielsen, Public Media Development and Marketing Conference, Public Media For All – Vision 2022, and Public Radio Satellite Service
8. Tanner Boyd named MSPR's Assistant News Director
9. Leeann Akers appointed to MSU's Gender Studies Leadership Team
10. Greg Jenkins served as stadium announcer for MSU's Blue and Gold Championship of Marching Bands
11. Tanner Boyd appointed to serve on the Onboarding Review Committee for MSU's Department of Human Resources
12. Paul Hitchcock reappointed to the Commonwealth Council on Developmental Disabilities
13. Paul Hitchcock served as a judge for the Chesapeake (Delaware) Associated Press Broadcasters Association Awards
14. WMKY received certification for FCC Regulatory Compliance through the Kentucky Broadcasters Association Alternative Broadcast Inspection Program

Community Service

Operating as the flagship station for Morehead State Public Radio (MSPR), WMKY (90.3FM) offers hands-on training for Morehead State University students interested in convergent media careers. The support MSPR receives from listeners, local underwriting, Morehead State University (MSU) and the Corporation for Public Broadcasting (CPB) enables MSPR to train students for careers in convergent media, purchase new equipment and develop local programs of educational, informational and entertaining significance.

Important to serving the communities in the Appalachian region is involving MSPR's Community Advisory Board (CAB) in programming, operations, engagement and outreach. The CAB consists of nine individuals representing MSPR's twenty county service region. The CAB reviews MSPR's mission, goals and programming, assists in developing and building the listening audience and expanding the operational base of support. CAB members serve a three year term and meet with MSPR staff on a quarterly basis. CAB meetings are publicized in advance through on-air and social media, including the station's website. CAB meetings are held quarterly, open to the public and guests are welcome to attend. CAB meeting minutes are posted on MSPR's website.

MSPR is involved in the community by sponsoring local and regional events and festivals. Some of the events and organizations promoted by MSPR during 2021 were the Appalachian Arts & Crafts Fair, Cave Run Symphony Orchestra, Elliott County Fiddler's Convention, Gateway Regional Arts Center, Morehead Market, Morehead Railroad and History Museum, Morehead-Rowan County Chamber of Commerce, Morehead Theatre Guild, Morehead Writing Project, Mountain Arts Center, Mt. Sterling Advent Musicales, Rowan County Arts Center, Rowan County Christmas, Rowan County Courthouse Art Exhibition, Rowan County Public Library, Rowan County Senior High School Thespians, and Storybook Christmas.

MSPR regularly supports and promotes programs and events on the campus of Morehead State University including music, theatre and dance productions, music clinics, concerts and recitals, art exhibitions, writing workshops, lectures and film screenings. MSPR also spotlighted more than twenty MSU faculty, staff and programs through the "Points of Pride" recognition messages. "Eagle" promos spotlighted MSU student-athletes, coaches, school programs and alumni.

Providing news, information and education to the community is an important part of MSPR's goals and mission. In addition to daily newscasts and special programs throughout the year, MSPR also provided NPR's live coverage of events at the U.S. Capitol in Washington, D.C. (January 6), Joseph Biden's Presidential Inauguration (January 20), Derek Chauvin trial verdict (April 20), Pres. Biden's Address to the Nation on Afghanistan (August 16), Kentucky Educational television's live coverage of Governor Andy Beshear's briefings (COVID, economic, natural disasters), as well as regional election coverage.

MSPR participated in career fairs, workshops and open houses at MSU and throughout the region. MSPR staff members were featured speakers at public events and MSU classrooms. MSPR also welcomed new MSU students by participating in MSU's Open Houses and Student Orientation, Advising and Registration (SOAR) sessions. Tours of MSPR's studios were also provided to classroom students, community youth and other organizations.

The involvement of MSPR in community and regional activities helps to increase the awareness, learning and understanding of social, cultural and diversity issues. As MSPR's ongoing outreach and engagement efforts continue, MSPR's participation will enhance the facilitation of connecting people to needed resources and strengthening partnerships between organizations in the region.

Another important role in MSPR's operations is serving as a flagship station in the Emergency Alert System (EAS). MSPR's continued efforts to best serve listeners, especially the rural communities of MSPR's broadcast region, is to be proactive in regularly providing public safety information regarding emergencies and natural disasters. Weekly EAS tests are administered by WMKY and the station participates in monthly Kentucky statewide tests. An off-site back-up auxiliary transmitter is available during equipment and technical adjustments at the main transmitter, tower inspections, power failures or severe weather.

MSPR also continued a partnership with Radio Eye, Inc. to provide a radio reading service to the blind, visually challenged and impaired. MSPR provided use of WMKY's sub-carrier to provide regional radio programming including the reading of newspapers, magazines, community events, obituaries and more. As an ongoing project, specially-designed radios are distributed free-of-charge to qualified applicants in the region.

WMKY received a grant from CPB through the 2021 American Rescue Plan Act. These funds were used to purchase new audio consoles, studio equipment, hardware and software. The new equipment replaces consoles in service for twenty years in WMKY's main studio, announce studio and production rooms. The addition of the new equipment will improve WMKY's sound and service to the community, enhance student learning

experiences and enable WMKY to integrate transitions involving digital technology.

Future Projects

MSPR will provide high-quality news, information and entertainment programming which best serves the region. In-depth feature and investigative reporting will focus on local, regional and state issues.

As the community begins to open-up for public events, MSPR will support regional community events such as concerts, festivals, workshops, book readings, exhibits and lectures. These outreach activities will enable MSPR to foster and enhance partnerships with regional organizations and the communities they serve. Connecting with these communities is a vital part of MSPR's mission to provide programming which is educational, informative and entertaining.

MSPR will collaborate with Radio Eye to offer a radio reading service to the blind, visually challenged and impaired. MSPR will also promote the reading service and distribution of radios to qualified applicants through on-air broadcast announcements and placement on the station's website.

MSPR will work with community partners to provide employment opportunities for individuals with developmental disabilities to promote independence, personal growth and empowerment.

MSPR will partner with local, state and regional news agencies such as the Associated Press, Kentucky News Network and Public News Service for use of their print and audio services.

MSPR will partner with the Ledger Independent (Maysville), Morehead State University, Trail Blazer (MSU), West Virginia Public Broadcasting, WUKY (Lexington) and various local, regional and statewide public service agencies to provide on-air (90.3FM) and web-based news stories on MSPR's website (www.wmky.org).

MSPR will improve its website by providing an interactive outlet for listeners through podcasting, web-streaming and audio downloads, as well as other interactive media including phone apps, smart speakers and connected car audio.

Improvements to WMKY's studios will continue to be enhanced through equipment upgrades and new technology. MSPR will utilize available funds to purchase new equipment and updated technology to improve WMKY's broadcast service to the region.

MSPR will provide an educational and supportive workplace for student work-studies as audio engineers, news reporters and production assistants. The student work-study program is an important aspect of MSPR's mission, providing educational opportunities in a structured, supported and professional environment.

Also important to MSPR's success in programming and outreach activities, is developing a knowledgeable and trained professional staff. Opportunities for MSPR's staff to attend workshops, seminars and conferences will be available to enhance professional training, career education and peer-networking opportunities. As a result, MSPR's staff can be better informed and skilled to share their knowledge with other staff members.

The funds we receive from the Corporation for Public Broadcasting are vital for WMKY to provide unmatched regional news coverage, informational public affairs and cultural, music and entertainment programming. CPB funding covers the majority of WMKY's operational expenses, part-time salaries, purchase of national

programming and network memberships, transmitter (main and auxiliary) electrical and tower rental fees.

WMKY's Community Service Grant accounts for approximately one-half of WMKY's total operational budget. CPB funding is extremely critical to WMKY's existence, serving as an important supplement to locally-generated revenue through fundraising and underwriting. WMKY could not operate at its current level without the support of the CPB.

CPB funding makes it possible for MSPR to focus our energy on addressing our goals and mission, serving our community, informing our listeners and creating programming that reflects the community's diversity on multiple levels, including (but not limited to) age, culture, economics, education and ethnicity.

MSPR's goals and mission depend on CPB grants to develop diverse and independent voices in promoting civic and cultural participation in the community. Without CPB funding, MSPR would not be able to achieve our mission and goals and likewise, MSPR's non-profit partners would be left without a media voice. Ultimately, their missions and goals would also be significantly and negatively affected if CPB funding were to be cut or eliminated completely.

MSPR views collaboration as a key element in significantly increasing our impact in the region, despite limited resources. CPB's support keeps us focused on our mission, our goals, our audience and our community. Without the support of the CPB, the diversity of programming, community engagement and outreach would be in jeopardy.

Morehead State Public Radio (WMKY) greatly appreciates the generous support from the Corporation for Public Broadcasting. MSPR understands this is an equal partnership and is dedicated to serving the listeners in eastern Kentucky by offering educational, informational and entertainment programming as a valuable resource to the communities served by MSPR in sustaining a unique sense of community, heritage and culture.

Respectfully submitted,

Paul W. Hitchcock, General Manager
Morehead State Public Radio (WMKY)

January 24, 2022