

PAUL HITCHCOCK

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WMKY-FM

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SAS Radio: Station Activity (Salary) Survey

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The SAS-Radio survey is live and available for data entry!

Status: **Submitted-Not Reviewed**

Survey due: **2/15/2024 (Available for Data Entry)**

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Survey due on 02/15/2024

Subsections	Original Submitter	Last Updated	Status
Employment Questions: 1.1-1.7		Paul Hitchcock, Feb 2 2024	Completed
Average Salary Questions: 2.1-2.8		Paul Hitchcock, Feb 2 2024	Completed
Governing Board Questions: 3.1-3.2		Paul Hitchcock, Feb 2 2024	Completed
Community Outreach Activities Questions: 4.1		Paul Hitchcock, Feb 2 2024	Completed
Radio Programming and Production Questions: 5.1		Paul Hitchcock, Feb 2 2024	Completed
Local Content and Services Report Questions: 6.1		Paul Hitchcock, Feb 2 2024	Completed
Journalists Questions: 7.1		Paul Hitchcock, Feb 2 2024	Completed
Digital Platforms Questions: 8.1-8.4		Paul Hitchcock, Feb 2 2024	Completed
Next Generation Warning System Questions: 9.1-9.8		Paul Hitchcock, Feb 2 2024	Completed

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SAS-Radio allows you to access and run various reports for your data and for other stations data, provided that the organization explicitly gives you permission.

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Grantee Information

ID 1416

Grantee Name WMKY-FM

City Morehead

State KY

Licensee Type University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000					1		1
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000					1		1
Managers - 2000					1		1
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	2	0	2

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

0

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers					1		1
Male Major Programming Decision Makers					2		2
Total	0	0	0	0	3	0	3

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000	1				7		8
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	0	0	0	7	0	8

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000					8		8
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	9	0	9

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category /
Job Code

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

Persons with Disabilities

1
1

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working less than 15 hours per week

15

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working 15 or more hours per week

2

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)

☐

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Major Job Category /
Job Code

Minority Female

Non-Minority Female

Minority Male

Non-Minority Male

Total

Officials - 1000

--

--

--

--

0

Managers - 2000

--

1

--

--

1

Professionals - 3000

--

--

--

--

0

Technicians - 4000

--

0

0

--

0

Sales Workers - 4500

--

0

0

--

0

Office / Service
Workers - 5100-5500

--

--

--

--

0

Total

0

1

0

0

1

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Number of full-time and part-time job openings

8

1.7 Hiring Contractors

Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7 ▼

Check all that apply

Underwriting solicitation related activities

☐

Direct Mail

☐

Telemarketing

☐

Other development activities

☐

Legal services

☐

Human Resource services

☐

Accounting/Payroll

☐

Computer operations

☐

Website design

☐

Website content

☐

Broadcasting engineering

Engineering

Program director activities

None of the above

Comments

Question

Comment

No Comments for this section

2.1 Corporate Management

Jump to question: 2.1 ▼

	# of Employees	Avg. Annual Salary	Average Tenure
<u>Chief Executive Officer</u>	1.00	\$ 66,184	20
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$	
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>		\$	
Chief Financial Officer - Joint		\$	
<u>Chief Digital Media Operations</u>		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question: 2.1 ▼

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: 2.2 ▼

<u>Publicity, Program Promotion Chief</u>		\$	
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$	
Communication and Public Relations, Chief - Joint		\$	
<u>Head of Audience</u>		\$	
Head of Audience - Joint		\$	
<u>Social Media Specialist / Manager</u>		\$	
Social Media Specialist / Manager - Joint		\$	

2.2 Communication and Promotions

Jump to question: 2.2 ▼

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: 2.3 ▼

<u>Programming Director</u>		\$	
Programming Director - Joint		\$	
<u>Production, Chief</u>		\$	
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$	
Executive Producer - Joint		\$	
<u>Producer</u>		\$	
Producer - Joint		\$	
<u>Digital Content Director</u>		\$	
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$	
Managing Director, Audience Engagement - Joint		\$	

2.3 Programming and Productions

Jump to question: 2.3 ▼

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

Jump to question: 2.4 ▼

<u>Development, Chief</u>		\$	
Development, Chief - Joint		\$	
<u>Member Services, Chief</u>		\$	
Member Services, Chief - Joint		\$	
<u>Membership Fundraising, Chief</u>		\$	

Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.4 Development and Fundraising

Jump to question: [2.4](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

Operations and Engineering, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="48,082"/>	<input type="text" value="24"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

News / Current Affairs Director	<input type="text" value="1.00"/>	\$ <input type="text" value="40,124"/>	<input type="text" value="1"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Director of Continuity / Traffic - Joint \$

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Jump to question: [2.8](#) ▼

Education, Chief

Education, Chief - Joint \$

Volunteer Coordinator

Volunteer Coordinator - Joint \$

Events Coordinator

Events Coordinator - Joint \$

Section 2. Average Salary Totals

3.00

\$ 154,390

45

2.8 Education and Community Engagement

Jump to question: [2.8](#) ▼

Please list the Other Job titles in this sub-category not listed above

Comments

Question Comment
Hired in 2023 (less than 1 year of employment).

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Ex-Officio (Automatic membership because of another office held)

2

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)

8

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Elected by community/membership

3

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection

Jump to question: [3.1](#) ▼

Total number of board members (Automatic total of the above)

13

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5	<input type="text"/>	5
Male Board Members	1	<input type="text"/>	<input type="text"/>	<input type="text"/>	7	<input type="text"/>	8
Total	1	0	0	0	12	0	13

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Number of Vacant Positions

0

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

13

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Number of Board Members with disabilities

0

Comments

Question Comment
No Comments for this section

4.1 Community Outreach Activities

Jump to question: [4.1](#) ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1 ▼

	Yes/No
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipient's local market.)

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	0	1,528	1,528
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devoted to artistic and/or cultural subject matter)	0	96	96
News and Public Affairs (includes regular coverage of news events, such as that produced by a newscast, and public issues-driven listener participation, interview and discussion programs)	6	292	298
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	0	0	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	0	0
Total	6	1,916	1,922

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Approx Number of Original Program Hours 20

Comments

Question Comment

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2023. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

previously been optional. Response to this section of the SAS is now mandatory.

6.1 Telling Public Radio's Story

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multipatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

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, WKMY at 90.3FM. WKMY can also operate at 5,000 watts (5kW) using an auxiliary (back-up) transmitter and non-directional antenna. Since 1985, WKMY has served the communities in more than twenty counties throughout eastern Kentucky, southern Ohio, and western West Virginia. MSPR also broadcasts live online through WKMY's website (www.wkmy.org), phone apps, and smart speakers. MSPR's staff consists of three full-time directors, as well as part-time news reporters and program hosts, Morehead State University student work-studies, and community volunteers. MSPR's mission is to provide regional programming that is educational, informative, and entertaining. 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). 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 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). MSPR exists to serve the Appalachian region to encourage life-long learning, civic participation, and to create a better quality of life in east Kentucky. 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. Local News and Information Programming 1. "Midday News" is a weekday news program on current news, issues, and events from the MSPR region. This program also offers extended news and information features. 2. Local newscasts are provided weekday mornings during National Public Radio's (NPR) "Morning Edition" and weekday afternoons during NPR's "All Things Considered." 3. "Morehead State Today" is a weekly four-minute feature highlighting people, programs, and events at Morehead State University. 4. MSPR partners with MSU's Spanish 440 class and MSU's Office of Service Learning to provide local and regional news translated into Spanish on MSPR's website. MSPR regularly reports on a variety of issues including economy, education, environment, government and politics, health and welfare, transportation, tourism, and other issues important to the region. In 2023, MSPR provided 2,620 regional news stories (with sound) and more than 60 extended news features (with sound). 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 interviews regional newsmakers to discuss current events and issues. Local Music Programming 1. Classical music is presented Monday through Friday from 9:00am to 1:00pm. Feature segments include 90 Second Naturalist, The Reader's Notebook, Word of the Day, and hourly headline news from NPR. 2. 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 music programs including "Bluegrass Diversion" (bluegrass), "Grant Alden's Field Notes" (Americana), "Odd Numbers" (variety), and "Pickin' Parlor" (folk). 4. Partnered with the Kentucky Center for Traditional Music at Morehead State University to provide "Heart of the Orchard," a six-part Americana music and narrative program. During MSPR's locally hosted music programs, regional events such as concerts and festivals are promoted. Musicians and songwriters are often invited to the studios to perform and discuss their music. Additional Local Programming and Services 1. "A Time for Tales" is a weekly hour of storytelling 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 adventure, comedy, historical, suspense, and westerns. 3. "The Reader's Notebook" is a weekday, four-minute feature offering literary or historical detail on a person, event, or subject including the arts, culture, science, and technology. 4. "Morehead State Today" is made available for MSU's Eagle Sports Network during the broadcast of football, and men's and women's basketball games. 5. Partnered with The Trail Blazer, MSU's online newspaper, to broadcast "Bill Clifton – Song Carrier," a three-part audio documentary series. MSPR often presents special programming 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 more. WKMY will continue to update and maintain required Federal Communication Commission (FCC) quarterly and yearly public file reports including Citizen Agreements, EEO Statement, FCC Form 990 Compensation Statement, Investigations/Complaints Statement, Joint Sales Agreements, MSU Board of Regents By-Laws, Multi-Lingual EAS Statement, Network Contracts and Agreements, Political Advertising Statement, Program and Issues Report, Third Party Fundraising Statement, and Time Brokerage Agreements. Information regarding WKMY's public file is available on the station's website and maintained in MSPR's main offices located in Breckinridge Hall at MSU. WKMY also participates in the Kentucky Alternative Broadcast Inspection Program administered by the Kentucky Broadcasters Association. WKMY's annual reports to the CPB, including the Annual Financial Survey, Diversity Report, and Station Activity Report are also available in WKMY's public files.

6.1 Telling Public Radio's Story

Jump to question: 6.1

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

MSPR partners with the Associated Press, Kentucky News Network, National Public Radio, and the Public News Service for use of their audio, online, and print services. MSPR also provides web-based news stories and press releases on the station's website from Morehead State University, WKMY (Lexington, KY) public radio, and state agencies involving stories relating to arts and culture, education, environment, health and wellness, legislation, public affairs, and transportation. Providing an important supporting role for MSPR's regional community service are several part-time employees, student work-studies, and volunteers. These individuals provide vital operational support to MSPR's full-time staff in a variety of roles including announcing, audio production, clerical, program hosting, and news reporting. In 2023, there were more than 20 full and 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. Community events and public service announcements (PSAs) are read live throughout the broadcast day by studio announcers and program hosts. A list of community events is also available on MSPR's website. In 2023, more than 300 community announcements were provided as MSPR's public service to the region. In 2023, MSPR provided multiple pre-recorded thirty second (:30) and sixty second (:60) PSAs including: Alzheimer's Foundation, American Psychiatric Association Foundation (Mental Health), Center for Disease Control (Flu), 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, Radio Eye, Reading is Fundamental, U.S. Department of Labor (Jobs), and the U.S. Food & Drug Administration. MSPR also provided Spanish-language thirty second (:30) PSAs including: American Psychiatric Association Foundation (Mental Health), Crohn's & Colitis Foundation, Federal Emergency Management Agency, and the National Council on Aging. During 2023, MSPR provided complimentary pre-recorded thirty second (:30) and sixty second (:60) promotional support for the following regional events: 1. Morehead State University: "Eagle" (student athletes), "Pride" (faculty, staff) 2. MSU Open House (February 18 and September 30) 3. MSU Upward Bound 2023 Summer Employment 4. Morehead Theatre Guild: "Visiting Mr. Green" (February 24-March 5) 5. Steve Middleton's "Stages & Waves" film at Coffee Tree Books (February 27) 6. MSU Spring Career and Internship Fair (March 1) 7. Cave Run Symphony Orchestra Concert (March 26) 8. Rowan County Arts Center: Maker's Market (April – October) 9. MSU Music Industry Club Concert (April 3) 10. KCTM Community Square Dance (April 18) 11. Painted Hills Garden Club: Heart & Soil Garden Festival (April 22) 12. Cave Run Symphony Orchestra Concert (April 23) 13. MSU Jazz Program/Downtown Morehead: Battle of the Bands (April 22) 14. Rowan County Senior High School Theatre: "Into the Woods" (April 27 – 30) 15. Friends of Rodburn Hollow Park: Art from The Park (May 6) 16. DOVES of Gateway: Evening of Dance (May 13) 17. Menifee Community Theatre Group: "Clue" (June 9 – 17) 18. Downtown Morehead Inc: Freedom Fast (June 30 – July 1) 19. Morehead State University Fall Student Move-In (August 9-11) 20. Morehead Arts & Crafts Festival (September 16) 21. MSU Fall Career & Internship Fair (September 27) 22. Rowan County Sr. High School Theatre: "Night of The Arts" (October 26) 23. Morehead Harvest Festival (October 27-30) 24. Rowan County Christmas Empty Bowls Fundraiser (November 2) 25. Morehead Theatre Guild: "Inlaws, Outlaws, Other People" (November 3-12) 26. A Storybook Christmas (November 13 – 30)

6.1 Telling Public Radio's Story

Jump to question: 6.1

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Operating as the flagship station for Morehead State Public Radio (MSPR), WKMY (90.3FM) offers firsthand training for Morehead State University students interested in media careers including audio production, broadcasting, journalism, and marketing. 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 media, purchase new equipment, and develop local programs of educational, informational, and entertaining significance to the region. 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 ten individuals representing MSPR's 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 meetings are publicized through on-air, website, and social media. CAB meetings are held quarterly and are open to the public. Meeting minutes are posted on MSPR's website. In 2023, the CAB conducted quarterly meetings on February 8, May 3, August 9, and November 1. MSPR engages the community by sponsoring local and regional events and festivals. Some of the events and organizations promoted by MSPR during 2023 were: Cave Run Symphony Orchestra, Coffee Tree Books, DOVES of Gateway, Downtown Morehead Incorporated, Friends of Rodburn Hollow Park, Gateway Regional Arts Center, Kentucky Center for Traditional Music, Kentucky Gateway Museum Center, Kentucky Highlands Museum, Menifee County Theatre Group, Montgomery County Public Library, Morehead Arts & Crafts Fair, Morehead Maker's Market, Morehead Railroad and History Museum, Morehead-Rowan County Chamber of Commerce, Morehead-Rowan County Tourism, Morehead State University, Morehead Theatre Guild, Morehead Writing Project, Mountain Arts Center, Painted Hills Garden Club, Paramount Arts Center, Rowan County Arts Center, Rowan County Christmas, Rowan County Public Library, Rowan County Senior High School Theatricals, 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, film screenings, open houses, career fairs, athletic and alumni events. MSPR also spotlights MSU faculty, staff, and programs through the "Pride" messages and "Eagle" promos spotlight MSU student-athletes, coaches, school programs and

alumni. The "Morehead State Today" weekly feature highlights people, programs, and events at Morehead State University. Providing news, information and education to the community is an important part of MSPR's goals and mission. In addition to daily newscasts, long-form features, and special programs throughout the year, MSPR also provides local and regional election coverage, as well as NPR's live coverage of breaking news and special events. In 2023, 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 are provided to students, community youth, and other organizations. Another significant role in MSPR's operations is serving as a flagship station in the Emergency Alert System (EAS). MSPR's continued efforts to 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, and national tests administered by the FCC and the Federal Emergency Management Agency. 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. To maintain effective operations, WMKY's broadcast and transmission equipment are inspected weekly by WMKY's Chief Engineer. MSPR conducted two on-air Fundraiser and Membership Drives (spring and fall) in 2023. Through live and pre-recorded messages, as well as social media platforms, listeners were encouraged to renew their support or become new members. Both drives were successful in raising funds, receiving new and renewed memberships, gaining listener feedback, and raising awareness of MSPR's programming and operations. Awards/Professional Development/Recognitions 1.MSPR staff won fourteen awards from the 2023 Kentucky Associated Press Impact Awards sponsored by the Kentucky Broadcasters Association. 2.Clay Wallace named recipient of MSPR's Outstanding Student Award. 3.Karina Gonzalez named recipient of the Community Advisory Board's Student Leadership Award. 4.WMKY employees completed Corporation for Public Broadcasting Workplace Harassment Training. 5.WMKY full-time staff participated in various webinars hosted by Corporation for Public Broadcasting, Library of American Broadcasting Foundation, National Association of Broadcasters, National Public Radio, and Sound Exchange Music Reporting. 6.Lesann Potter (Akers) recognized as the Faculty Supervisor of the Year, and Paul Hitchcock received the Staff Community and Civic Engagement Award at MSU's Celebration of Student Scholarship Awards. 7.Greg Jenkins volunteered with the Cave Run Symphony Orchestra. 8.Greg Jenkins coordinated MSPR's new audio equipment installation project in WMKY's master control and production studios. 9.Samantha Morrill named MSPR News Director. 10.MSPR's Student Art Showcase featured original artwork by Ethan Jenkins in the facilities of MSPR.

6.1 Telling Public Radio's Story

Jump to question: 6.1

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

The involvement of MSPR in community and regional activities helps to increase 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. MSPR is a 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. On-air messages and promotional flyers posted in the community publicized this partnership. MSPR continued a partnership with Radio Eye, to provide a radio reading service to the blind, visually challenged and impaired. MSPR provides use of WMKY's sub-carrier for regional radio programming including the reading of newspapers, magazines, community events, obituaries, and more. As an ongoing project, specially designed radios are distributed to qualified applicants in the region. 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.

6.1 Telling Public Radio's Story

Jump to question: 6.1

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Through the support from listener contributions, local underwriting, and the Corporation for Public Broadcasting (CPB), MSPR purchases national (network) programming. Programs acquired from the African American Public Radio Consortium (AAPRC) include "Café Jazz" and "Return to the Source." Programs acquired from National Public Radio (NPR) include "All Things Considered," "Morning Edition," "Mountain Stage," "NPR Hourly News," and "World Café," as well as live and special events. Programs acquired from Public Radio Exchange (PRX) include "Folk Alley," "High Country Celtic Radio," "International Americana Music Show," "Jazz Happening Now," "Latino USA," "Modern Notebook," "Ozark Highlands Radio," "Putumayo World Music Hour," and "The World," as well as special event and holiday programs. Programs acquired from WFMT include "Beethoven Network," "Midnight Special," and "WFMT Symphony Orchestra Series." Additional network programs acquired include "Conversations from The World Café," "E-Town," and "Inside Appalachia," as well as a variety of special holiday programs throughout the year. Through a grant from CPB through the American Rescue Plan Act, MSPR was able to purchase new audio consoles, studio equipment, hardware, and software for WMKY's studios. The new equipment replaced consoles in service for more than 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. 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, impaired, and visually challenged. MSPR will also promote the reading service's distribution of radios to qualified applicants through on-air broadcast announcements and the station's website. MSPR will 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 and social media platforms. MSPR will work with community partners to provide employment opportunities for individuals with developmental disabilities to promote empowerment, independence, and personal growth. 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 continue to improve its website by providing an interactive outlet for listeners through audio downloads, podcasting, and web-streaming, as well as other interactive media including connected car audio, phone apps, and smart speakers. 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, supporting, 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 participate in conferences, seminars, and workshops will enhance career education, peer-networking opportunities, and professional training. As a result, MSPR's staff can be better informed and skilled to share their knowledge with part-time and student staff. The funds WMKY receives from the Corporation for Public Broadcasting and Morehead State University are vital for WMKY to provide unmatched regional news coverage, informational public affairs and cultural, music, and entertainment programming. The combination of this funding covers the majority of WMKY's operational expenses, part-time salaries, the purchase of national programming and network memberships, transmitter (main and auxiliary) electrical and tower rental fees. CPB funding through the Community Service Grant is critical to WMKY, serving as an important supplement to funding support from Morehead State University and locally generated revenue through fundraising and underwriting. WMKY could not operate at its current level without the continued support of the Corporation for Public Broadcasting and Morehead State University. This funding makes it possible for WMKY to focus on serving the community by informing listeners and creating programming that reflects the community's diversity on multiple levels, including age, culture, economics, education, and ethnicity. WMKY depends on the support from Morehead State University and grants received from the Corporation for Public Broadcasting to develop diverse and independent voices in promoting civic and cultural participation in the community. Without the support of CPB and MSU, WMKY would not be able to achieve our mission and goals and likewise, the station's community and non-profit partners would leave them without a media voice. The missions and goals of our community partners would be significantly and negatively affected if WMKY's funding were to be cut or eliminated. Collaboration is a key element in significantly increasing WMKY's impact in the region. The support from CPB and MSU keep WMKY focused on our mission, our goals, our audience, and our community, ensuring diversity in programming, community engagement, and outreach. Morehead State Public Radio (WMKY) appreciates the support from the Corporation for Public Broadcasting and Morehead State University. WMKY 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 WMKY in sustaining a unique sense of community, heritage, and culture.

Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
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News Director	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Assistant News Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Managing Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Executive Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Associate Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter/Producer	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Host/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Beat Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Host	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Videographer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other positions not already accounted for	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Comments

Question Comment

No Comments for this section

8.1 Which Content Management System (CMS) is your station using?

Jump to question: [8.1](#) ▼

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 Which Content Management System (CMS) is your station using?

Jump to question: [8.1](#) ▼

Check all that apply

- Grove ☒
- Bento ☐
- WordPress ☐
- Drupal ☐
- None ☐

8.1 Which Content Management System (CMS) is your station using?

Jump to question: [8.1](#) ▼

Other

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: [8.2](#) ▼

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: [8.2](#) ▼

Check all that apply

- CDP ☐
- Salesforce ☐
- Blackbaud ☒
- Carl Bloom ☐
- RoI Solutions ☐
- Adobe ☐
- Allegiance ☐
- None ☐

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: [8.2](#) ▼

Other

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: [8.3](#) ▼

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: [8.3](#) ▼

Check all that apply

Mailchimp	<input type="checkbox"/>
Constant Contact	<input type="checkbox"/>
GoDaddy	<input type="checkbox"/>
SendGrid	<input type="checkbox"/>
None	<input checked="" type="checkbox"/>

8.3 Which Email Service Provider (ESP) is your station using? Jump to question: 8.3 ▼

Other

8.4 Which Marketing Automation Platform is your station using? Jump to question: 8.4 ▼

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using? Jump to question: 8.4 ▼

Check all that apply

Mailchimp Marketing Platform	<input type="checkbox"/>
Hubspot Marketing Hub	<input type="checkbox"/>
Adobe	<input type="checkbox"/>
None	<input checked="" type="checkbox"/>

8.4 Which Marketing Automation Platform is your station using? Jump to question: 8.4 ▼

Other

Comments

Question	Comment
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No Comments for this section

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: 9.1 ▼

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: 9.1 ▼

If no, why not?

9.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP log from your encoder(s)) Jump to question: 9.2 ▼

12

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? <https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages> Jump to question: 9.3 ▼

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? <https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages> Jump to question: 9.3 ▼

If no, why not?

SAGE firmware not yet available.

9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts. Jump to question: 9.4 ▼

When we receive an EAS message, WMKY's SAGE equipment automatically relays the message to participating broadcast stations. The equipment should recognize the CAP-compliant alerts.

9.5 Please describe the relationship between your station and local emergency management agency. Jump to question: 9.5 ▼

WMKY staff communicates when necessary and as needed with local emergency management personnel.

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: 9.6 ▼

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: 9.6 ▼

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Jump to question: 9.7 ▼

Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

Yes

No

Somewhat

Unsure

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

Jump to question: 9.7

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row.

Jump to question: 9.8

	Call letters	Location	Model	Firmware Version	Make	Connected
1	WMKY-FM	Studio	SAGE	CR-REV6, P4	ENDEC	YES
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
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29						
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33						
34						
35						
36						
37						
38						
39						
40						
41						

42	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
43	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
44	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
45	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
46	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
47	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
48	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
49	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
50	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Question

Comment

No Comments for this section