

## **Morehead State Public Radio (WMKY)**

### **2023 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 (back-up) 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](http://www.wmky.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.

Community events and public service announcements (PSA's) 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) PSA's 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) PSA's 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 (MSU): "Eagle" (student athletes) and "Pride" (faculty, staff)
2. MSU Open House (February 18 and September 30)
3. MSU Upward Bound 2023 Summer Employment
4. Morehead Theatre Guild production of "Visiting Mr. Green" (February 24-March 5)
5. Steven Middleton's "Stages and Waves" film at CoffeeTree 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 and Downtown Morehead: Battle of the Bands Festival (April 22)
14. Rowan County Senior High School Theater: "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 Fest (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 Senior 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 and Other People" (November 3-12)
26. A Storybook Christmas (November 13 – 30)

### **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.

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 (AAPRD) 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.

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.

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, WUKY (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.

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. Leeann 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.

### **Community Service**

Operating as the flagship station for Morehead State Public Radio (MSPR), WMKY (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 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, 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.

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.

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 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.

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.

WMKY 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 WMKY's public file is available on the station's website and maintained in MSPR's main offices located in Breckinridge Hall at MSU. WMKY also participates in the Kentucky Alternative Broadcast Inspection Program administered by the Kentucky Broadcasters Association. WMKY's annual reports to the CPB, including the Annual Financial Survey, Diversity Report, and Station Activity Report are also available in WMKY's public files.

### **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.

Respectfully submitted,

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

January 30, 2024