

Grantee Information

ID	1416
Grantee Name	WMKY-FM
City	Morehead
State	KY
Licensee Type	University

6.1 Telling Public Radio's Story

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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 2017. 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 previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2017 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.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform 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 is operated by its flagship station, WMKY (90.3FM) in Morehead with a translator W202BH in Inez. 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). MSPR's mission is to provide regional programming that is educational, informative and entertaining. Through the work provided by a staff consisting of four full-time directors, Morehead State University student work-studies and community volunteers, MSPR offers regional news, public affairs and documentary programming, as well as a variety of regional music programs consisting of classical, jazz and Americana (bluegrass, blues, folk and traditional/old-time). News and Information Programming 1. "Front Page" is a weekly public affairs program focusing on community issues, people and events important to the listeners in the MSPR region. Front Page explores important topics including education, health, environment, government, arts and culture. 2. "Midday News" and "Mountain Edition" are weekday newsmagazines focusing on current issues and events from the MSPR region. These programs also showcase features and guest commentaries. 3. "Health Matters" is a weekly public affairs program addressing medical topics and health education issues. "Health Matters" is a co-production between MSPR and the Northeast Kentucky Area Health Education Center, an outreach service of St. Claire Regional Medical Center in Morehead (KY). 4. "Shaping Appalachia" is a monthly public affairs program discussing issues facing eastern Kentucky. Topics include arts and culture, education, employment, healthcare and wellness. 5. Guest speakers during the monthly Morehead and Rowan County Chamber of Commerce Luncheons are recorded and produced for broadcast. Topics include arts and culture, business development, education, employment, healthcare and tourism. 6. MSPR's news stories and feature reports are regularly shared with other public radio stations. In addition, MSPR produces several daily newscasts and in-depth features on people, places and events in the region. MSPR regularly covers a variety of issues including agriculture, arts and culture, economics, education, environment, government, health, transportation and more. In 2017, MSPR provided more than 2,000 regional stories (scripts and audio) and 60 extended

news features. MSPR also provides election coverage from several counties in the broadcast region with live reports, interviews and election results during the primary and general elections. MSPR regularly invites regional newsmakers to WMKY's studios to discuss issues. Music Programming 1. Classical music is presented weekdays and overnight Mondays through Friday. Feature segments during the weekday program include Pulse of the Planet, 90 Second Naturalist and The Reader's Notebook. 2. The "MSU Recital Series" is a locally-hosted program showcasing performances of MSU's School of Creative Arts. Selections on the program are performed by MSU faculty, staff and guests, recorded live for broadcast from the Duncan Recital Hall in MSU's Baird Music Building. 3. MSPR offers locally-hosted weekly jazz and blues music programs including "Sunday Night Jazz Showcase," "Nothin' But The Blues" and "Muddy Bottom Blues." 4. MSPR presents other locally-hosted music programs including "Bluegrass Railroad" and "Bluegrass Sunday" (bluegrass), "Grant Alden's Field Notes" (Americana) and "Odd Numbers" (variety). 5. "Audio Visions" airs weeknights as a showcase of college-based music styles. Student-hosted and produced, the program features independent artists, local music and information on Morehead State University events. During MSPR's locally-hosted music programs, regional events are often promoted. Musicians and songwriters are invited to the studios to perform and interviews are conducted on a regular basis. Additional Programming and Services 1. MSPR offers "A Time For Tales" as a weekly hour-long MSPR production of storytelling through words and music, featuring regional and national storytellers. 2. "The Reader's Notebook," a production of MSPR, is a weekday, four minute radio feature offering literary or historical detail on a particular subject including science, technology, philosophy, history and the arts. 3. MSPR presents special programming throughout the year to celebrate holidays or events such as Black History Month, Women's History Month, Memorial Day, Independence Day, Labor Day, Hispanic Heritage Month, Veteran's Day Thanksgiving, Hanukkah, Kwanzaa, Christmas and others. 4. "The Golden Age Of Radio" is a weekly hour-long MSPR production of classic, old-time radio programs from the 1930's through the 1950's including westerns, comedy, adventure and suspense. 5. MSPR regularly broadcasts public service announcements of regional community events. The information is also posted on MSPR's website. More than 600 public service announcements were made available in 2017. 6. MSPR also partnered with the Kentucky Education Association, Kentucky Cabinet for Health and Family Services, Kentucky Department of Transportation and Kentucky National Guard to broadcast public service announcements on education and student learning, school safety and bullying, child adoption and family services, highway and seatbelt safety. 7. MSPR offers additional programming services on its website including live web-streaming. Archived audio files and podcasts of locally-produced regional news programs including "Front Page," "Health Matters," "Mountain Edition" and "Morehead-Rowan County Chamber of Commerce Luncheons" are also available on MSPR's website. In addition to the variety of local programming from MSPR, the funding support from listener contributions, local underwriting and the Corporation for Public Broadcasting (CPB) enables WMKY to purchase programs from National Public Radio such as "All Things Considered" and "Morning Edition." Programs acquired from Public Radio International include "Classical 24" and "The World." Programs purchased from the African-American Public Radio Consortium include "Café Jazz" and "Return to The Source." MSPR also broadcasts public affairs programs produced by Kentucky Educational Television (KET) including "Comment on Kentucky," "Connections with Renee Shaw" and "Kentucky Tonight." Independent programs acquired by MSPR include "The Folk Sampler" and "Kentucky Afield Radio" produced by the Kentucky Department of Fish and Wildlife. MSPR partners with the Associated Press, Kentucky News Network and Public News Service for use of their wire and audio services. A partnership with the Ledger Independent, a regional newspaper based in Maysville (KY), also provides web-based news stories for MSPR's website.

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.

Operating as the flagship station for the MSPR network, WMKY (90.3FM) serves an important role as a hands-on training opportunity for Morehead State University students. The support MSPR receives from listeners, local underwriting, Morehead State University and the Corporation for Public Broadcasting (CPB) enables MSPR to train students for careers in broadcasting, repair or 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 from 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 and the meetings are open to the public. Quarterly CAB meetings in 2017 were held in February, May, August and November at MSPR's studios. CAB minutes are posted on MSPR's website. MSPR is regularly involved with the community by sponsoring local and regional events and festivals. Some of the events sponsored by MSPR in 2017 included August Art Guild's Art in the Garden (Augusta), Cave Run Storytelling Festival (Morehead), Col. Bill Williams Heritage Music Festival (Greenup), Greenup County Music Festival (Greenup), Kentucky Folk Art Center's Day in the Country (Morehead), Morehead Arts and Eats Festival (Morehead), Morehead Masters Spelling Bee (Morehead), Morehead Theatre Guild (Morehead), Rowan County Arts Center's First Friday Outdoor Market (Morehead), Second Saturday Summer Music Series (Greenup) and Storybook Christmas (Morehead). In addition to the regional events sponsored by MSPR throughout the year, a total of 1,075 on-air promotional announcements were provided as a public service to 11 other regional events and non-profit organizations. MSPR also sponsored several events on the campus of Morehead State University (MSU) during 2017 including music, theatre and dance productions, clinics, lectures, art exhibitions, writing workshops, author readings and film screenings. MSPR also spotlighted 20 Morehead State University faculty, staff and programs through the regular "Points of Pride" promotional series. Providing information and education to the community is an important part of MSPR's mission. In addition to daily newscasts and special programs throughout the year, MSPR also provided the live broadcast of Kentucky Educational Television's coverage of Gov. Matt Bevin's State of the Commonwealth Address. Morehead State University spring and fall semester commencement addresses by MSU Presidents Dr. Wayne Andrews and Dr. Jay Morgan, as well as several monthly luncheons of the Morehead-Rowan County Chamber of Commerce were recorded, produced for broadcast and archived on MSPR's website. During the year,

MSPR participated in job fairs and open houses at MSU and throughout the region. MSPR staff members were featured speakers at civic luncheons, public events and MSU classrooms. MSPR also welcomed new MSU students by participating in the Student Orientation, Advising and Registration (SOAR). In addition, Paul Hitchcock gave presentations on employing individuals with varying abilities to the Gateway Coalition for Workforce Diversity and to the Morehead-Rowan County Chamber of Commerce. As part of an educational outreach and engagement project, MSPR provided 50 copies of the "Best of Americana Crossroads Live" CD (MSPR production) to Blessing Hands in Morehead for distribution to the people of the Guangxi Province of China on a goodwill mission trips. MSPR's facilities are open to the public throughout the year and the staff regularly provides guided tours of the facilities to schools, clubs, civic groups and community organizations. Station tours are also provided to prospective students and incoming freshmen during open houses and orientation events at Morehead State University. 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 sections of MSPR's broadcast region, is to be proactive in regularly providing public safety information regarding emergencies and natural disasters. WMKY participated in a National EAS Test on September 27, administered by the U.S. Department of Homeland Security and the Federal Communications Commission. An off-site auxiliary transmitter is also available during equipment and technical adjustments, tower inspections, power failures or severe weather. MSPR also continued a partnership with Radio Eye, Inc., based in Lexington (KY) to provide a radio reading service to the blind, visually challenged and impaired. MSPR provided use of WMKY's sub-carrier to provide programming including 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.

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.

Many of MSPR staff members were recognized for their achievements and community service in 2017. 1.MSPR staff won 11 awards from the 2017 Kentucky Associated Press. In addition, Samantha Morrill received the AP College Best of Show award 2.Arlo Barnette was the recipient of MSPR's Outstanding Student Award. Nathan Gutierrez received the MSPR Community Advisory Board Student Achievement Award 3.Chuck Mraz named Best Radio Announcer by a Morehead News Reader's Poll 4.Chuck Mraz named the 2016-17 recipient of the Ohio Valley Conference Media Award 5.Chuck Mraz continued as the "Voice of the Eagles" on the Eagle Sports Network for MSU football and men's basketball 6.Greg Jenkins served as stadium announcer for MSU's Blue and Gold Festival 7.Paul Hitchcock recognized by D&S Community Services at a meeting of the Morehead City Council during Disability Awareness Month for providing employment opportunities to persons with disabilities 8.Paul Hitchcock celebrated 25 years as host of "Nothin' But The Blues" 9.Paul Hitchcock read for Radio Eye during Celebrity Reader Week 10.Leeann Akers named MSPR Assistant News Director

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

MSPR's mission is to provide programming that is educational, informative and entertaining to the region. It is imperative for WMKY to be responsive to the interests and needs of the diverse population served in our region. To best serve our community and to meet eligibility criteria required by the Corporation for Public Broadcasting, the following are some of MSPR's diversity accomplishments during the 2017 calendar year: •Partnered with Radio Eye, Inc. to provide a radio reading service to the blind, visually challenged and impaired and assisted to provide specially-designed radios to qualified applicants in the region. •Partnered with D&S Community Services to provide employment opportunities for individuals with varying abilities to promote their independence, integrity and quality of life. •Guest speaker at meetings of the Gateway Coalition for Workforce Diversity (January 18) and the Morehead-Rowan County Chamber of Commerce (May 4) on the benefits of employing individuals with varying abilities. •Broadcast several cultural music and spoken word specials during Black History Month, Memorial Day, Independence Day, Thanksgiving, Christmas, Chanukah and Winter Solstice. •Provided 50 copies of "Best of Americana Crossroads Live" (MSPR production) to Blessing Hands for distribution to the people of the Guangxi Province of China. •"Audio Visions" MSU student-hosted music program debuts on MSPR (September 14). •Provided eleven non-profit community organizations and events with a total of 1,075 in-kind promotional announcements (2017 "Arts Matter – Pay It Forward" campaign). •Sponsored several cultural events at Morehead State University including concerts, art exhibits, film screenings, plays, lectures and spoken-word programs. •Sponsored several cultural events in the region including Appalachian Holiday Arts & Crafts Fair (Morehead), Art in the Garden (Augusta), Cave Run Storytelling Festival (Morehead), Cave Run Symphony Orchestra (Morehead), Col. Bill Williams Heritage Music Festival (Greenup), First Friday Outdoor Market (Morehead), Greenup Music Festival (Greenup) and Hometown Holiday (Morehead). •Partnered with A Storybook Christmas to collect new books for children from low-income families. The following are some of MSPR's Diversity Goals for the 2018 calendar year: •Partner with Radio Eye to assist the distribution of radios to qualified applicants in the region. •Provide employment opportunities for individuals with varying abilities to encourage their independence, integrity and quality of life. •Recruit individuals representing diverse groups for internships and work-studies. •Sponsor Morehead State University and regional cultural events to attract diverse audiences. •Support diversity in the

community through various outreach and engagement projects. •Broadcast diverse programs for a broader understanding of people, places and cultures. Morehead State Public Radio (WMKY) is committed to diversity in programming, community outreach and staff.

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?

MSPR will continue to collaborate with Radio Eye to offer regional programming by providing studio space to volunteers. MSPR will also promote the reading service through regular on-air broadcast announcements. MSPR will continue to work with community partners, such as D&S Community Services, to provide employment opportunities for individuals with varying abilities to promote their independence, self-esteem and improve their quality of life. MSPR will continue to focus on providing quality news, informational and entertainment programming which best serves the region. MSPR will enhance regional news programs by offering in-depth stories and features on people, places, issues and events. Broadcasting special events such as community and political forums, commencement addresses and the Morehead-Rowan County Chamber of Commerce Luncheons will also be provided. As resources are available, MSPR will support regional community events such as concerts, festivals, workshops, symposiums, exhibits and lectures. These outreach activities 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 continue to improve its website by providing an interactive outlet for listeners through podcasting, web-streaming and audio downloads, as well as other interactive media. Improvements to WMKY's studios will continue to be enhanced through equipment upgrades and utilization of new technology. Important to MSPR's success in improved 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 is vital for WMKY in providing unmatched regional news coverage, informational public affairs and cultural, music and entertainment programming. CPB funding covers the majority of WMKY's operational expenses, including part-time salaries, purchase of national programming, network memberships, transmitter (main and auxiliary) electrical and tower rental fees. WMKY's Community Service Grant accounts for nearly one-half of WMKY's total operational budget. CPB funding is extremely critical to WMKY's existence because traditional revenue sources have been steadily decreasing in recent years. WMKY could not operate at its current level without the support of the CPB. 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.

Comments

Question

Comment

No Comments for this section