

Morehead State Public Radio **2018 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 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 three full-time directors, several part-time personnel, Morehead State University student work-studies and community volunteers, MSPR offers regional news, public affairs and documentary programming, as well as a variety of music programs consisting of classical, jazz and Americana (bluegrass, blues, country, folk and traditional/old-time).

News and Information Programming (locally-produced)

1. "Open Mic" is a weekly public affairs program focusing on community issues, people and events important to the listeners in the MSPR region. Open Mic explores important topics including arts and culture, education, employment, environment, government, health and wellness, and tourism.
2. "Midday News" and "Mountain Edition" are weekday newsmagazines focusing on current issues and events from the MSPR region. These programs also showcase extended features and 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.
4. Guest speakers during the monthly Morehead and Rowan County Chamber of Commerce Luncheons are recorded for broadcast. Topics generally include arts and culture, business development, education, employment, healthcare and tourism.
5. Morehead State University Convocations (Fall, Spring) are recorded for broadcast and archived on the station's website.
6. MSPR partnered with Downtown Morehead, Gateway Radio, and The TrailBlazer to provide a live broadcast of the 2018 Morehead and Rowan County Candidate Forum.

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 economy, education, environment, government and politics, health and welfare, transportation, tourism and other issues important to the region. In 2018, MSPR provided more than 2,000 regional stories (scripts and audio) and more than 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 (locally-produced)

1. Classical music is presented weekdays Monday 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 weekly feature on Friday, showcasing performances of MSU's Department of Music, Theatre and Dance in the MSU 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 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."
4. Americana and other music programs include "Bluegrass Railroad" and "Bluegrass Sunday" (bluegrass), "Grant Alden's Field Notes" (Americana) and "Odd Numbers" (variety).
5. "Audio Visions" airs weekly on Thursday evening 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 promoted. Musicians and songwriters are often invited to the studios to perform and discuss their music.

Additional Programming and Services (locally-produced)

1. "A Time for Tales" is as a weekly hour-long production of storytelling through words and music, featuring regional and national storytellers.
2. "The Reader's Notebook" 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. "The Golden Age of Radio" is a weekly hour-long production of classic, old-time radio programs from the 1930's through the 1950's including westerns, comedy, adventure and suspense.
4. "That Was Radio" is presented quarterly as an hour-long overview of radio programs of the 1930's through the 1950's, exploring the personalities and events that inspired those programs, as well as their importance and impact on culture and society.
5. MSPR regularly broadcasts public service announcements of regional community events. The event information is also posted on MSPR's website. More than 600 public service announcements were made available in 2018.
6. MSPR offers additional services on the station's website including live web-streaming, news features and stories, programming and station information. Archived audio files and podcasts of locally-produced regional programs including "Open Mic," "Health Matters," "Mountain Edition," "Morehead-Rowan County Chamber of Commerce Luncheons," "MSU Convocations," "That Was Radio," "The Golden Age of Radio" and "Unwarranted Music Opinions" 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 programming from National Public Radio such as “All Things Considered,” “Latino USA” and “Morning Edition.” Programs acquired from Public Radio International include “Classical 24,” “Jazz Happening Now” 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.”

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

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

Providing support for MSPR’s programming and community service to the region are several volunteers, part-time employees and student work-studies. They provide vital operational support to MSPR’s full-time staff in various roles including news reporters, program hosts, production assistants and more. In 2018, a total of 10 part-time employees and 20 student work-studies and volunteers were 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.

Awards/Professional Development/Recognitions

1. MSPR staff won 16 awards from the 2018 Kentucky Associated Press Awards.
2. Jacob Lindberg named the recipient of MSPR’s Outstanding Student Award and Arlo Barnette received the MSPR Community Advisory Board Student Achievement Award.
3. Paul Hitchcock appointed to the Commonwealth Council on Developmental Disabilities.
4. Greg Jenkins served as stadium announcer for MSU’s Blue and Gold Festival.
5. Paul Hitchcock participated in Radio Eye’s Celebrity Reader Week.
6. Leeann Akers named MSPR News Director.
7. MSPR full-time staff participated in various webinars hosted by Corporation for Public Broadcasting, Non-Comm Music Alliance, National Public Radio and Public Radio Satellite Service.

Community Service

Operating as the flagship station for the MSPR network, WMKY (90.3FM) serves as hands-on training for many 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, purchase new equipment and develop local programs of educational, informational and entertaining significance.

Important to serving the communities in the Appalachian region is involving MSPR's Community Advisory Board (CAB) in programming, operations, engagement and outreach. The CAB consists of nine individuals representing MSPR's twenty county service region. The CAB reviews MSPR's mission, goals and programming, assists in developing and building the listening audience and expanding the operational base of support. CAB members serve a three year term and meet with MSPR staff on a quarterly basis. CAB meetings are publicized in advance through on-air and social media, including the station's website. CAB meetings are open to the public and guests are welcome to attend. Quarterly CAB meetings in 2018 were held in February, May, August and November at MSPR's studios. CAB meeting minutes are posted on MSPR's website.

MSPR is regularly involved in the community by sponsoring local and regional events and festivals. Some of the events sponsored by MSPR in 2018 included the Cave Run Storytelling Festival, First Friday Outdoor Market, Gateway Regional Arts Center, Morehead Arts and Eats Festival, Morehead Hometown Holidays, Morehead Theatre Guild, MSU Move-In Day, Rowan County Arts Center, Storybook Christmas and Writer's Day Out.

MSPR also sponsored several events on the campus of Morehead State University during 2018 including music, theatre and dance productions, music clinics, lectures, art exhibitions, writing workshops, book readings and film screenings. MSPR also spotlighted more than twenty MSU faculty, staff and programs through the "Points of Pride" promotional messages.

Providing news, information and education to the community is an important part of MSPR's goals and mission. In addition to daily newscasts and special programs throughout the year, MSPR also provided Kentucky Educational Television's coverage of Kentucky's State of the Commonwealth Address, MSU's Spring and Fall Convocations, monthly luncheons of the Morehead-Rowan County Chamber of Commerce and the Morehead-Rowan County Candidate Forum. These programs were recorded, produced for broadcast and archived on MSPR's website.

During the year, MSPR participated in several 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 MSU's Open Houses and Student Orientation, Advising and Registration (SOAR) sessions.

As part of an educational outreach and engagement project, MSPR provided 50 CD's of the Kentucky Center for Traditional Music performances to Blessing Hands in Morehead for distribution to the people of the Guangxi Province of China.

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

Another important role in MSPR's operations is serving as a flagship station in the Emergency Alert System (EAS). MSPR's continued efforts to best serve listeners, especially the rural communities of MSPR's broadcast region, is to be proactive in regularly providing public safety information regarding emergencies and natural disasters. Weekly EAS tests are administered by WMKY and the station participates in monthly Kentucky statewide tests. WMKY participated in a National EAS Test on October 3, administered by the U.S. Department of Homeland Security and the Federal Communications Commission. An off-site back-up 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. in Lexington to provide a radio reading service to the blind, visually challenged and impaired. MSPR provided use of WMKY's sub-carrier to provide regional radio programming including the reading of newspapers, magazines, community events, obituaries and more. As an ongoing project, specially-designed radios are distributed free-of-charge to qualified applicants in the region.

Future Projects

MSPR will continue to provide professional, quality and unbiased news, informational and entertainment programming which best serves the region. In-depth feature and investigative reporting will focus on community and regional issues. Broadcasting special events such as community and political forums, commencement addresses and chamber luncheons will also be provided.

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

MSPR will continue to work with community partners to provide employment opportunities for individuals with developmental disabilities to promote their independence, self-esteem and improve their quality of life.

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

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.

MSPR will continue to provide news stories and press releases on the station's website from the Ledger Independent, Morehead State University, West Virginia Public Broadcasting, WUKY and various Kentucky governmental agencies involving stories relating to arts and culture, education, health and wellness, legislation, public affairs, transportation and more.

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

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

The funds we receive from the Corporation for Public Broadcasting 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, part-time salaries, the purchase of national programming and network memberships, transmitter (main and auxiliary) electrical and tower rental fees.

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

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

MSPR's goals and mission are dependent upon the CPB grants to develop diverse and independent voices in promoting civic and cultural participation in the community. Without CPB funding we would not be able to achieve our mission and goals and likewise, MSPR's non-profit partners would be left without a media voice. Ultimately, their missions and goals would also be significantly and negatively affected.

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

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

Respectfully submitted,

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

January 30, 2019