

# MOREHEAD STATEMENT

People, Programs and Progress at Morehead State University

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## WMKY—learning while serving

From humble beginnings in 1965 with 10 watts of power, WMKY Radio at Morehead State University has grown into a 50,000-watt stereo operation which is headed for a space-age hookup with an orbiting satellite.

The non-commercial radio station, which broadcasts 18 hours daily at 90.3 on the FM band, represents a marriage of MSU's academic and public service functions. It is a training ground for students in broadcasting, and at the same time is serving Eastern Kentucky with news, sports and public affairs programming.

WMKY is a charter member of the National Public Radio Network and presents local programs and others from news and cultural centers around the world.

"We are a public broadcasting station, not a laboratory station," says Larry Netherton, general



ON THE AIR—Roger Weaver and six other full-time professionals supervise 48 student staff members at WMKY, the public radio station operated by Morehead State University.

manager. "Our standards are geared to a commercial station, and our students are expected to perform as if they are working for a commercial station."

"We have 48 students on our working staff this semester, including interns, work-study students and volunteers," Netherton added. "They get a good mixture of theory and practical experience, and have an opportunity to work in every area of our operation."

Ted Sloan, Olive Hill junior, says of WMKY, "The training we get here is priceless. I don't believe the hands-on experience can be equaled at any other school this size."

But experience is not the only objective, according to Netherton.

"We are greatly concerned that we don't get so involved with hands-on experience that the students ignore the theory. Every student must have had at least six semester hours of radio-TV course work and must have above average grades. They also are interviewed for professional attitude. We offer the opportunity to participate, not a guarantee. Students first must prove they are capable."

Jeff Eldred, Covington graduate student and host of WMKY's morning program "New Day" says of the station: "We offer music, sports, public affairs and some of the best news coverage in the state. As for facilities, we have a very good technical set-up and modern equipment."

But what about the satellite in WMKY's future?

A target date of January 1, 1980, has been set for "Inter-Connection" which will link the station with approximately 200 public radio stations from Alaska to the Virgin Islands.

"We have already determined the location for the receiver," says Netherton. "This will enable us to receive and broadcast via the satellite Westar, which is already in orbit. We will be able to broadcast first hand, without static or interference, either monaural stereo or quadrasonic programming, and WMKY will be the only public radio station in Eastern Kentucky with a receiver."

That's a long way from 10 watts.

# Cliff Johnson paintings now in MSU collection



ON DISPLAY—Don Johnson, son of the late Cliff Johnson of Morehead, shows two of the 13 paintings his father made of one-room school houses in Eastern Kentucky. The works are on display at MSU's Julian Carroll Library Tower.

One man's fascination with one-room schoolhouses in Eastern Kentucky can be shared by all who visit the top

floor of Morehead State University's Julian Carroll Library Tower.

Artist Cliff Johnson produced more than 300 oil and acrylic paintings during his eight-year career before his death, and now 13 of those works have been loaned to MSU on a long-term basis from Johnson's estate.

The works have been appraised at more than \$9,000 with the average price of each painting around \$850.

Dr. Bill Booth, head of the Department of Art, said the paintings will be displayed as part of MSU's Appalachian Collection for at least one year.

Don Johnson, son of the late artist and administrator of his estate, said his father "Started painting in Morehead and fell in love with the people of the Morehead area."

He added:

"He didn't start painting until he was about 60 years of age. His main interests were landscapes and covered bridges, but mostly one-room schoolhouses. He painted all the schools in their natural setting."

Some of the paintings on display include the Cora Wilson Stewart Moonlight School in Rowan County and the Kingdom Come School in Letcher County. Don said the Letcher County school was one of his father's favorites because it is the only school painted twice, once in autumn and also in winter.

The paintings are accessible to the public during normal library hours.

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## Real estate program underway on 2-year and 4-year levels

In real estate, as well as many other career fields, Morehead State University is helping meet the need for more trained professionals.

Will McIntosh, instructor of management and marketing and chairholder in real estate at MSU, says the realty profession is growing, especially for those who want to specialize.

The job market for real estate and related areas is wide open, but there is a need for better trained professionals because consumers are better educated," McIntosh stated. "We are trying to prepare the

students to be quality professionals in all phases of real estate."

MSU offers associate and bachelor's degrees in business administration with an emphasis in real estate. The program prepares students for the brokerage field with courses in property management, appraisal, marketing and development.

The real estate chair at MSU was funded last spring by the Kentucky Real Estate Commission and McIntosh is the first person to hold the position.

"With a full-time faculty member in real estate, I expect the program to really grow," he said. "We plan to offer about half of our real estate courses at night. This should benefit both degree and non-degree students."

He continued:

"We also hope to utilize adjunct faculty who are now in the profession. Another goal is to establish a chapter of Rho Epsilon, the national professional real estate fraternity. This would give us better access to outstanding speakers from the profession."

McIntosh added that the real estate program is helpful to many individuals, ranging from those pursuing a degree to others who simply want to learn about purchasing a house or even renting an apartment.

### **MOREHEAD STATEMENT**

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# MSU caught in inflationary squeeze

As we pass the midway point of the first year of our two-year budget appropriation, it is apparent that Morehead State University and other institutions will be facing serious financial problems by the end of this biennium.

The additional funds appropriated by the 1978 General Assembly to offset inflation already have proven inadequate. In short, we have five percent more money for operating costs in the face of double digit inflation.

Let's look at the specifics, starting with salaries. We have been fairly successful in maintaining competitive faculty and staff salary levels. However, this has been accomplished at great expense to our instructional equipment and other support budgets. And with just five percent increments available for salaries, we are concerned with slipping into a non-competitive situation with our existing faculty and staff and in the marketplace for new personnel. A well-qualified faculty of course is essential to the success of an institution of higher learning.

Our utility bills are going higher each month and we are expecting the crunch to get worse when a new sewer system and accompanying higher sewage fees become operational in Morehead later this year. As for heating and cooling, we have requested funds to install equipment which would automatically monitor and control energy usage. This would be a wise investment with immediate benefits, based on what other institutions have learned.

Equipment repair and replacement plus the acquisition of new equipment to keep pace with sophisticated technical programming have suffered because of inflation and initial costs. In addition, this has put us in non-compliance with OSHA standards because our older equipment does not meet current standards.

Another area with which we must be concerned is the fire marshal's requirements. Facilities constructed 10, 15, 20 or 30 years ago were up to standard at that time. Presently we may not be in compliance with the current fire marshal's code due to our inability to acquire and fund projects to bring us to the standards.

The area of fixed costs offers no prospect for relief. Our contributions to Social Security will continue to escalate in response to congressional increases in the federal retirement system.

We are hopeful that the mushrooming costs of workmen's compensation will ease as the state moves to a self-insurance plan or some other solution.

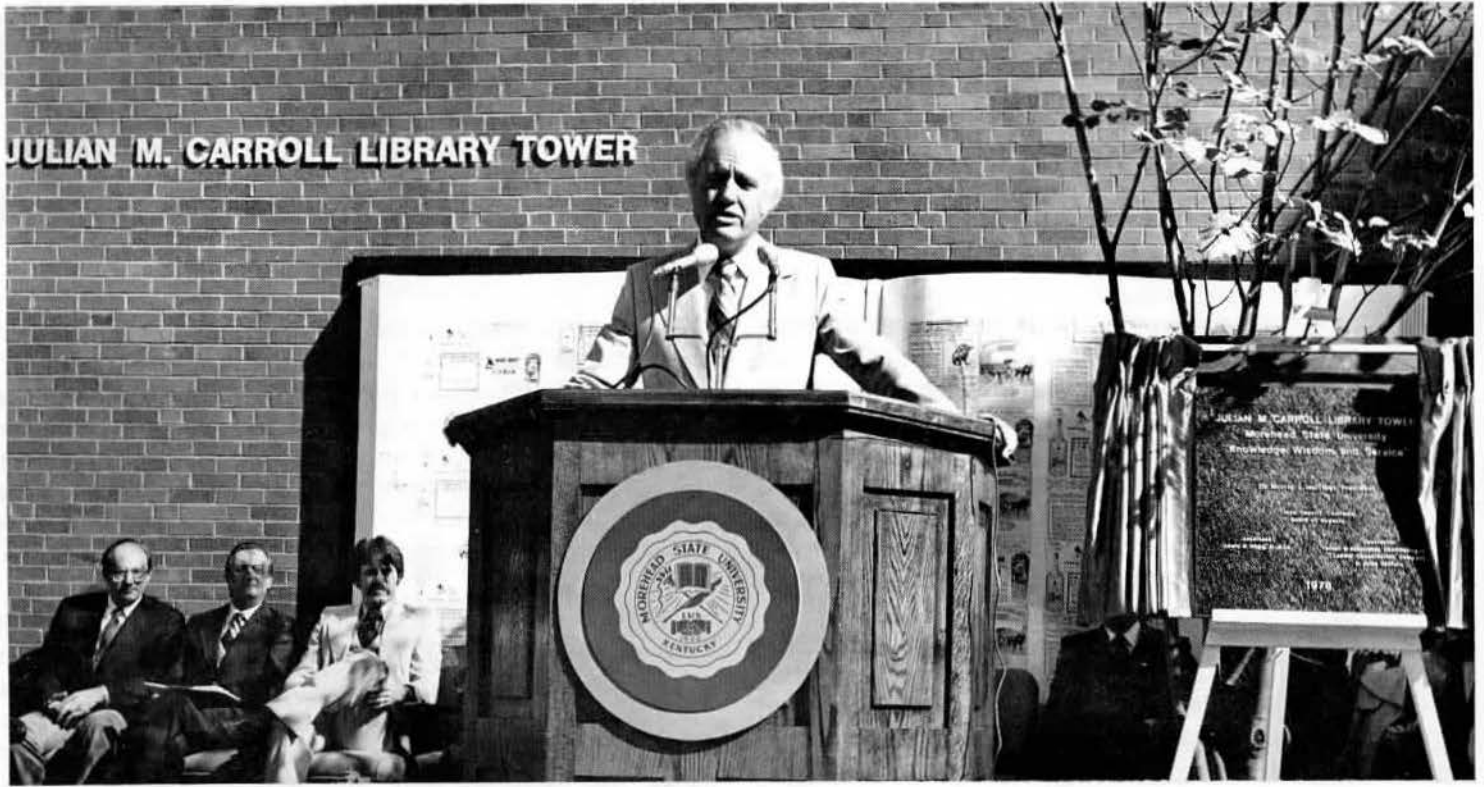
We are troubled by the lack of funds to comply with new federally-mandated guidelines for access of handicapped persons to our physical facilities. Although the University had made a concerted effort to provide for handicapped students and faculty and staff members, we are hundreds of thousands of dollars short of the standards decreed by the federal government. The state and/or federal governments must address this problem soon.

One of the bright spots is capital construction. With the completion of our Academic-Athletic Center next year, our facility needs for the foreseeable future can be met primarily with the renovation of existing structures. The recent modernization of Allie Young Hall proved that we can convert antiquated structures into functional facilities at considerably less cost than constructing new buildings.

On balance, we are confident that our problems, financial and otherwise, can be solved with good management practices and the continued support of our alumni and other friends on the local, state and federal levels.

## Gifts & grants

- \$14,637 from the Kentucky Council on Higher Education to support a developmental studies program.
- \$150,000 from the Kentucky Council on Higher Education to strengthen existing undergraduate academic programs in accordance with the University's mission statement.
- \$3,000 from the Kentucky Council on Economic Education to support activities of the MSU Center for Economic Education.
- \$35,000 from The Kentucky Department of Education to provide training for public school teachers and food service personnel in nutrition education.
- \$30,000 from the Kentucky Department of Education to continue support of vocational education programs in agriculture, business, education, home economics and industrial education and technology.
- \$55,512 from the Kentucky Department for Human Resources to demonstrate an effective method and series of counseling teaching techniques in career education.



**LIBRARY TOWER DEDICATION**—More than 300 persons visited Morehead State University for the formal dedication of the University's Julian M. Carroll Library Tower. The \$2.5 million, five-story facility adds 40,000 square feet to MSU's Johnson

Camden Library. Facilities in the tower include the Appalachian Collection, Jesse Stuart Room, James Still Room, University Archives and the Dial Access Center. Gov. Carroll and President Norfleet were principal speakers during the outdoor ceremony.

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