

Morehead Memories — People and Places

Early Broadcasting Part II

By Dr. Jack Ellis

Country music legend Tom T. Hall begins on WMOR

Tom T. "Pee Wee" Hall, one of WMOR's early announcers, had his own band called "The Kentucky Travelers." They frequently played live music on WMOR. Tom T. was an "off the wall free spirit." He would ad lib commercials and sing along with the recordings. Frequently, instead of playing records, he would pick and sing songs he had written. On one occasion, Mr. Hall brought a paper bag full of dried cow manure to the studio and set the bag on fire while "Punkin Duncan" was doing his early morning program. He kept everybody loose at the station.

Tom T. goes to jail

During Tom T.'s time at WMOR, charity fund raising began the method of putting people in "jail" until they raised the "bail" needed to get out of jail. That "bail" was then donated to charity and you were released from jail. Today, when you agree to go to jail for a charity, you are given a phone and you begin calling friends for donations.

But "Pee Wee" Hall actually agreed to be placed in the Rowan County Jail in order to raise \$500 "bail" for the March of Dimes. For three days and two nights, he ate jail food, slept in jail beds, paced the floor of the jail cell and did his broadcast time from jail. He succeeded in getting his fans and friends to raise the necessary \$500 bail for the March of Dimes. Some of the songs he later wrote were based upon that experience in jail.

Long before Tom T. Hall arrived in Nashville, he was a celebrity in Morehead. His was one of WMOR's most popular programs. He had many fans throughout this area, most of them young girls who were constantly coming to the studio to get his autograph, or request a song. Most of his songs were about some of his own experiences growing up. "Old Men and Watermelon Wine," "Harper Valley P.T.A." and one about "eating fried bologna," were from his own experiences.

Education paid less than picking and singing

Bill Pierce and John Duncan said they went on to school and

the Clock" by Chuck Berry. Rock and roll had arrived and Elvis was on his way.

Gospel music and preaching popular

Another popular musical group in the 1950s was Farris Dunbar and his Fox Valley Band. They were regulars at WMOR. They would carry all of their instruments up those dark, narrow, squeaky steps to the studio. There, they would pick and sing gospel and country and western music. However, they never made it big like Tom T. Hall.

Gospel music and evangelistic preaching were among the more popular radio programs of that time. Some of the evangelists were scheduled to preach each Sunday afternoon. Many times they would come in to the studio and begin the program by saying, "Folks, we don't have enough money to pay for this broadcast today. However, we have faith that some of you will come into the studio right now before this program ends and help us pay for this broadcast."

Many times their faith was rewarded because people would come up to the studio before the program was over and pay for their broadcast time.

Sunday school comes on Saturday

Mrs. Hazel Whittaker taught a Sunday school class every Saturday on WMOR for many, many years. It was one of the more highly received and supported programs at WMOR.

Mrs. Whittaker was a faithful member of the Morehead Baptist Church and a Sunday school

teacher. Her positive spirit seemed to just permeate the airwaves throughout Rowan County.

'Man on the Street' live from Main Street

One of the more popular programs on WMOR was "The Man on the Street." It was a live program in front of the station. The announcer just dropped a microphone out the front window to the street level. On that program, local people were asked their opinion about topics of local interest. Those topics included such areas as the price of tobacco, local politics, weather, sports, current events and ethics. The announcers would take turns hosting the program and many times the results were hilarious.

Oct. 18, 1956, the original owners of WMOR, Claude Clayton, Roy Cornett and Bill Sample, sold the station to another group of local businessmen. The new owners included Frank Havens, Earl Young, J. Earl McBrayer, Tommy Combs, Joe Mauk and William Whittaker. Local real estate broker Alpha Hutchinson handled the transaction that had to be approved by the Federal Communications Commission.

'Swap Shop' longest running program on WMOR

Mr. William Whittaker was experienced as a station manager and J. Earl McBrayer began a popular early morning call-in show called "Swap Shop." It was on the air six mornings a week at 7:30 a.m. for 30 minutes. If you had to buy, sell or trade, you called in live, gave the item, price and phone number.

It was the most popular program on the air. Retirees,

housewives, business people, professional people and students listened intently to items for sale and trade. Also, for the rest of the day people would talk about the items listed that day.

Interesting items to sell and trade

The reason "Swap Shop" was talked about in the community was because of many of the bizarre items listed for sale or trade. One woman who had obviously called before, called again and said, "My husband still has his rear end for sale." She was obviously referring to an automobile transmission.

For trade: one bee course for deer tracks

Another early "Swap Shop" caller said, "I will trade one bee course for deer tracks." Lest you think that this was a crank call, let me explain with the help of local bee experts Paul Ousley and Joe McKinney.

A bee course can be determined by mixing a little sweet anise with honey and placed outside in an open pan. The bees will be attracted to it and as they are feeding on the bait, you sprinkle flour lightly on them. When they are through feeding, they will first rise up circling directly over the bait, then they will establish a direct course (bee line) to their bee tree. You watch the direction of their flight and keep time on how long it takes before those covered with flour return. Then you know the direction and approximate distance to their bee tree.

Therefore, with very few deer in Rowan County at that time, the caller offered a bona fide trade of "one bee course for deer tracks."

WMOR plans expansion

Radio station WMOR's "Swap Shop" ended in 1993, after almost 40 years of continuous service to Rowan County. It was the longest running program in the station's history. There have been numerous hosts of the program over those years, as well as many other bizarre requests. In 1999, Jim Forest, the present station owner, tells me WMOR-AM is still a 1,000 watt AM daytime station. However, with its staff of five people, they also operate WMOR-FM, an 8,000 watt station that will soon increase to 25,000 watts.

Over the years, radio station WMOR has been a powerful influence in this community. Also, over the years, many people have worked at the radio



received their Ph.D. degrees and taught in college. They were paid \$30,000 to \$40,000 a year. Tom T. Hall continued pickin' and singing, became world famous and made millions per year.

Fire safety slogan announced

In the late 1950s, WMOR ran a contest among Rowan County school children for the best safety slogan for fire prevention week. Dozens of entries were mailed in, but no one ever got around to judging them. Danny Pierce was the host DJ one day when someone rushed in with a box full of entries. It seemed they were supposed to announce the winners that day on his program. However, no one had even looked at the entries.

Undaunted, Danny said, "Folks it's time to select the winner of this year's Rowan County Fire Safety Slogan." He then reached his hand down into a box full of entries, pulled one out and said, "The winner of the Rowan County Fire Safety Slogan is: 'Never smoke in bed, burnt meat stinks.'"

Don Young taped Tom T.

Don Young, one of the disc jockeys at WMOR in those early days, recalled that Pee Wee Hall's Kentucky Travelers Band used to play at Thacker's Drive-In on Saturday nights. Don said he would be there and tape the show and play the music the next day. It was one of the few taped shows they played.

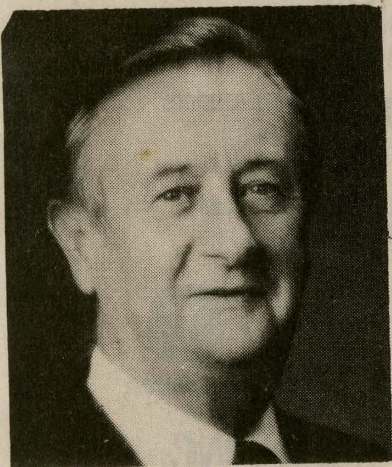
Later on Don was a DJ and played the top 40 songs each week. One week, the top song was the pop tune "Cherry Pink and Apple Blossom White" by Press Prazda. The next week the top tune was "Rock Around

In 1955 Gary Pinkerman, program director at WMOR, checks the control panel in preparation for broadcast. He was the only person at the station with previous radio experience.



During his early days at WMOR, Bill Pierce interviews local businessman Joe Hodge. Mr. Pierce later left Morehead to pursue a career in radio at stations in Kentucky, West Virginia and Nashville, Tenn. before becoming a professor at MSU.

station and some have gone on to become successful in larger markets. However, they all have many memories of those early days at WMOR. Also, we the listeners, have many memories of those golden days of radio, when that was about the only radio station received in Morehead.



About the author

Dr. Jack D. Ellis is a retired Morehead State University Library Director and a retired minister.

Morehead Memories — People and Places

Broadcasting in Morehead, the early years

By Dr. Jack Ellis

In the early days of broadcasting, radio reception in Morehead was generally poor. The best that could be said was, it was intermittent and filled with static interference. It was also dependent upon the weather conditions, where you lived and if you had other electric appliances in your home.

Another factor was where your outside antenna was located. An outside antenna was necessary for any quality of sound. However, even with an outside antenna there was always static interference that made for poor listening.

News of the world comes to Morehead

This writer can remember in the late 1930s, living on U.S. 60 West, our radio antenna was connected to the clothesline at the rear of the house. Also, about the only radio station we could get was WLW (World's Largest Wave) from Cincinnati, Ohio. I grew up listening to Lowell Thomas' 15 minutes of nightly news at 6:45. His deep resonant voice proclaimed, "Good evening ladies and gentlemen, this is Lowell Thomas bringing you your nightly news of the world."

We were quiet during those 15 minutes as he told us, amid the static and buzzing, about such people as the Dalai Lama, John Dillinger, Adolph Hitler and Mahatmas Gandhi. He referred to such places as India, Tibet, Munich, Poland and Great Britain. Those places all seemed very irrelevant to me then. Little did I realize in only a few short years, I would see some of those places.

Comedy and adventure arrive

Following the newscast, we might listen to Jack Benny, Fibber McGee or Bob Hope. Then I might get to listen to the buzzing of the Green Hornet, or the fiendish laugh of The Shadow as he said, "The Shadow knows!" However, since there was no local radio, I listened to whatever we received. Therefore, even with poor reception we still tuned in to the static filled airwaves.

Commission to study poor reception formed

In 1945, following WWII, the Morehead Board of Trade was determined to do something to improve radio reception in Morehead. They requested the Kentucky Utilities Company make a study to help determine the cause of the problem. Mr. Frank Maxey, local K.U. manager, and Mr. E. E. Curtis, district manager, agreed to try and identify the problem. They employed Mr. Holt of the Gilmore Radio Interests, owners of WLAP in Lexington and

WCMI in Ashland, to try to identify the cause of the poor radio reception in this area.

Mr. Holt arrived in Morehead loaded with the latest equipment used to locate such trouble. Armed with a map of the city and his high tech equipment, he began plotting on the map those places with poor radio reception. After three days, he had the trouble spots all located and was ready to report.

Radio reception problem due to location

His report said, "There was sudden disruption of services, creating a grinding effect in local radios. It was caused by appliances and electric motors."

That problem could be corrected at a small cost. However, his report concluded that, "The basic problem of weak reception was because Morehead was located in a deep valley surrounded by high hills. Therefore, in order to bring in this weak signal, one had to increase the volume on the radio, thereby increasing the interference." His report said, "Basically there was not much that could be done because of high hills around Morehead." There is still a problem of clear radio reception in Morehead even in 1999.

WMOR comes to Morehead

In 1953, a group of local entrepreneurs decided Morehead needed a local radio station. Therefore, Bill Sample, president, Roy Cornett, vice president and Claude Clayton, secretary formed a company and made application to the Federal Communications Commission for an AM 1,000 watt daytime only radio station. Their application was approved in August 1954, and they were assigned the station call letters WMOR.

Starting a radio station a learning experience

Radio was raw and new in Morehead and no one had experience in the operation of a radio station. At that time there were no radio stations between Lexington and Ashland, except in Maysville. In August 1954, Bill Pierce was hired as assistant traffic manager at the radio station.

He was employed with the agreement that he would spend a few days each week at the Maysville Radio Station WFTM (World's Finest Tobacco Market) learning the day-to-day operations of a radio station. Mr. Pierce recalled he observed such

things as how they did the news, weather, call in shows and local programming. The Maysville manager was hired as a consultant to help WMOR get up and running.

In the fall of 1954, Gerald Yentes and Don Holloway were employed as radio announcers. Bill Pierce said, "Before the sta-

tion opened, we would all practice on the office intercom." Also at that time, Dr. and Mrs. Adron Doran would come down and critique their pronunciation, enunciation and articulation. Mr. Pierce said, "They were extremely helpful with their suggestions."

Midnight madness a practice time

Although WMOR was only a 1,000 watt AM daytime only station, in January 1955, the FCC (Federal Communications Commission) permitted them to go on the air from midnight to daylight for practice. That provided a period of practice, midnight to 5 a.m., and consisted mostly of spinning records, taking requests and announcing news and weather.

But it did allow them some "on air" experience which helped the announcers get over the "butterflies" in their stomachs. The station reached a wide audience during those nighttime

broadcasts. Bill Pierce said they would get letters from people in Australia, Hawaii, South America and Alaska saying they had picked up their broadcasts.

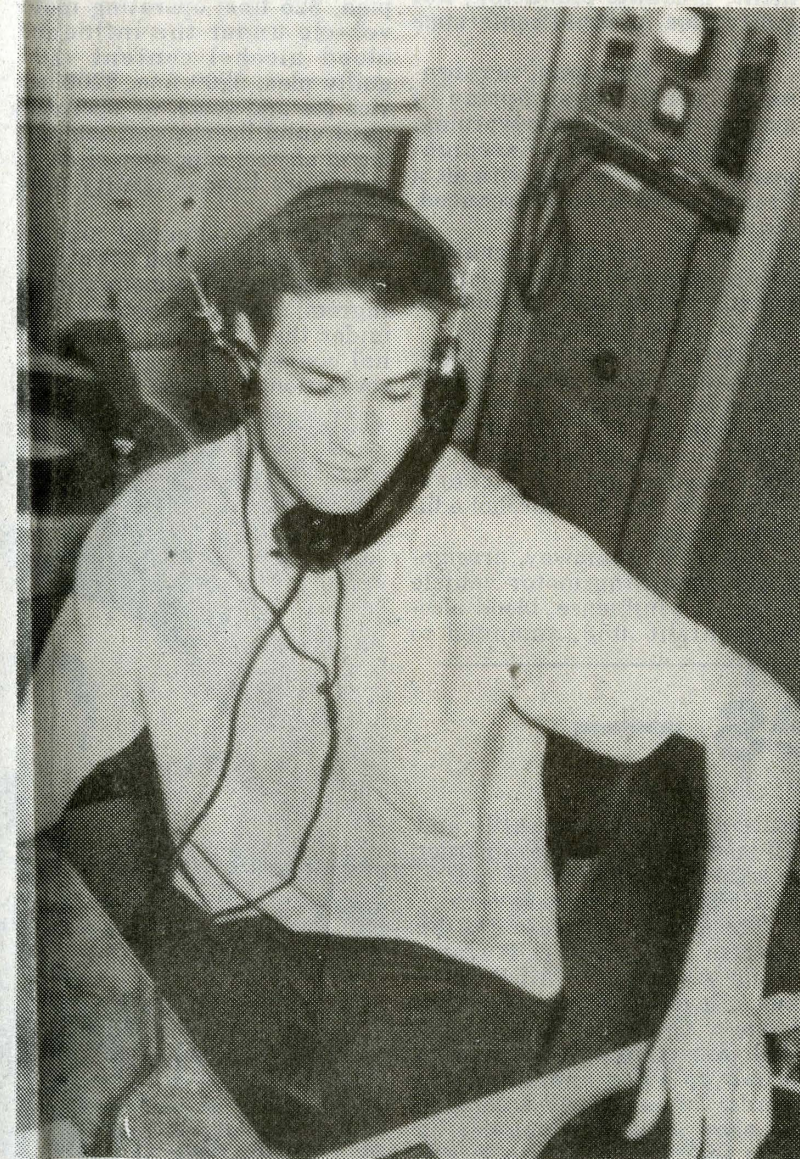
City celebrates opening day at WMOR

On Feb. 18, 1955, practice ended and radio station WMOR of Morehead went on the air amid much local fanfare and great celebration.

Local resident Don Young, who operated the central panel at that giant opening, recalled it was a new era for Morehead. "Radio had arrived in Rowan County." The station began broadcasting with all new "state of the art" equipment for that time. The company realized the problem of weak radio reception in Rowan County and used modern equipment designed to insure a strong uninterrupted signal.

Their offices were located upstairs in the Monarch Building on Main Street, near the present site of Arby's. The staff was headed by former Letcher County resident William Whitaker. Morehead native and electronics genius Earl S. Young was chief engineer and Murvell Hall was assistant engineer. Other early staff members included Norma Ramey, secretary and traffic manager, Joanne Zingale, librarian and Bill Pierce, announcer and assistant traffic manager.

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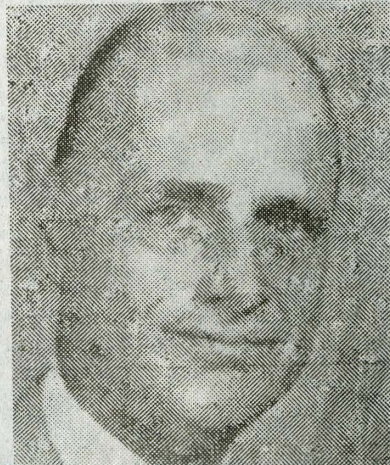


In 1954 Don Young, one of the first DJs and announcers at radio station WMOR, practices on the equipment prior to the station opening. He is now a retired MSU professor.



About the author

Dr. Jack D. Ellis is a retired Morehead State University Library Director and a retired minister.





In 1954 Bill Pierce practices on the equipment prior to radio station WMOR opening. He was the assistant program director and announcer.

ON THE RECORD

Rowan County

DISTRICT

MONDAY, SEPT. 27

Ronald D. Barker, review, review of restitution, paid in full.

James E. Blankenship, arraignment, hunting without a license, defendant failed to appear, issue bench warrant, cash bond, \$97.50, \$10.

Brack E. Casebolt, arraignment, operating on suspended license, valid license produced, dismissed.

Melissa K. Conley, arraignment, no insurance, valid insurance produced, dismissed per local rule.

Pamela D. Conley, arraignment, no Ky. registration plates, no/expired registration receipt, failure to produce insurance card, produced, dismissed.

Michelle D. Conn, review, for review of proof of enrollment in Pathways alcohol treatment program, failed to comply, issue court notice to appear.

Jimmy Masonet Eulalilo, arraignment, operating on suspended license, dismissed without prejudice.

Kyle W. Hollingsworth, arraignment, speed 25 mph over, guilty plea, sentenced to traffic school, license to be in possession, produced proof, dismissed.

Richard D. Johnson, arraignment, speed 26 mph or over, failure to wear seat belt, failed to appear, division notice to revoke license.

Robert E. Kidd, arraignment,

possession of marijuana, redocket in 3 weeks, defendant unable to appear.

Angela Shepherd, review, theft by deception, dismissed without prejudice.

Rickey A. Stone, arraignment, no insurance, dismissed without prejudice, defendant not owner of vehicle; operating on suspended license, guilty plea, \$100 fine and costs.

Ricky A. Stone, arraignment, operating on suspended license, guilty plea, \$250 fine, 30 days suspended 2 years; no insurance, dismissed without prejudice, defendant not owner of vehicle.

William P. Wardlow, arraignment, 2 counts menacing, not guilty plea, pretrial conference 11/29.

Matt T. Williams, arraignment, public consumption of alcohol, dismissed with warning.

William H. Mayo, arraignment, hunting/fishing without a license, valid license produced, dismissed.

Troy W. Schulte, arraignment, required flotation equipment, defendant failed to appear, issue bench warrant.

Charles D. Curtis, arraignment, operating motor vehicle under the influence, blood alcohol content .132, guilty plea, \$200 service fee and costs, 90 day revocation of license, ordered to complete alcohol education class.

Robert F. Dunaway, arraignment, operating motor vehicle under the influence, blood alcohol content .088, amended to

reckless driving due to BA of less than .10, guilty plea, \$100 and costs.

Darby B. Fannin, arraignment, operating motor vehicle under the influence, blood alcohol content .120, not guilty plea, pretrial conference 10/18.

Daniel C. Hausser, arraignment, operating motor vehicle under the influence 2nd, blood alcohol content .107, disregarding traffic control device 1st offense, possession of marijuana, reset for 9/29 per agreed order.

Sharon K. Helton, arraignment, no Ky. registration plates, guilty plea, \$25 and costs; no insurance, guilty plea, \$500 fine; failure to wear seat belt, guilty plea, \$25 fine; operating motor vehicle under the influence, blood alcohol content .165, guilty plea, \$200 fine, \$200 service fee and costs, no operation until valid license and completing of alcohol education class; no operators license, guilty plea, \$100 fine.

Richard J. Jennings, arraignment, speed 17 mph over limit, dismissed per Commonwealth v. Ingram; operating motor vehicle under the influence, blood alcohol content .087, guilty plea, revocation of license 30 days, 20

hours community service in lieu of fine.

Robert P. McQueen, arraignment, operating motor vehicle under the influence, blood alcohol content .163, guilty plea, \$350 fine, \$200 service fee and costs, revocation of license for 12 months, ordered to complete alcohol education class, 7 days in jail, jail order entered.

Donnie R. Shouse, arraignment, operating motor vehicle under the influence, blood alcohol content .162, guilty plea, \$200 fine, \$200 service fee and costs, 90 days revocation of license, ordered to complete alcohol education class.

Pamela K. Wardlow, arraignment, operating motor vehicle under the influence of drugs 1st offense, refusal to take alcohol/substance test, plea of not guilty, pretrial conference 11/29.

David H. Hinton, pretrial conference, operating motor vehicle under the influence 1st offense, refusal to take alcohol/substance test, possession of marijuana, defendant failed to appear, issue bench warrant, no bond.

Sadie Layne, pretrial conference, operating motor vehicle impaired, driving on DUI suspended license, failure to produce insurance card, motion to amend, motion sustained, amended to felony due to BA of .18, examination trial 10/25.

James Eric Oditt, pretrial conference, operating motor vehicle under the influence, blood alcohol content .099, guilty plea, \$200 fine, \$200 service fee and costs, revocation of license 90 days, ordered to complete alcohol education class before reissuance of license; possession of marijuana, guilty plea, \$250 fine, warned of 2nd offense jail sentence; use/possession of drug paraphernalia, guilty plea, \$100 fine; leaving scene of accident, guilty plea, \$200 fine and restitution to be paid by insurance company, property damaged light pole on Main Street.

Brian K. Black, domestic, motion to amend DVO, motion to amend sustained, no contact or communication.

Donnie L. Spillman vs. Gary D. Click, domestic, DVO entered.

Bernice Henderson vs. David S. Henderson, domestic, reissue show cause.

Judy K. Trent vs. Jeff Knipp, domestic, reissue EPO.

Paul E. Bradley, court trial, operating on suspended license, guilty plea, fine \$125 and costs.

Melissa A. Dulin, sentencing, theft by deception, set for 12/15 to show proof of payments.

Melissa A. Dulin, sentencing, theft by deception, set for 12/15 to show proof of payments.

James C. Pennington, pretrial conference, theft by deception, set for 12/15 to show proof of payments.

James C. Pennington, pretrial conference, two counts theft by deception, defendant at KCPC, reset for 12/3.

James C. Pennington, pretrial conference, theft by deception, defendant at KCPC, reset for 12/3.

James C. Pennington, pretrial conference, theft by deception, defendant at KCPC, reset for 12/3.

James C. Pennington, pretrial conference, theft by deception, defendant at KCPC, reset for 12/3.

Ramona Savage, sentencing, theft by deception, defendant failed to appear, issue bench warrant.

Ramona Savage, sentencing,

5 counts theft by defendant failed to appear, bench warrant.

Ramona A. Savage, 3 counts theft by defendant failed to appear, bench warrant.

Ramona J. Savage, theft by deception, defendant failed to appear, bench warrant.

Ramona J. Savage, theft by deception, defendant failed to appear, bench warrant.

Melissa Stevens, preference, theft by defendant failed to appear, guilty plea, sentencing

Melissa Stevens, preference, theft by defendant failed to appear, guilty plea, sentencing

Melissa A. Stevens, conference, theft by defendant failed to appear, guilty plea, sentencing

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Melissa A. Stevens, conference, theft by defendant failed to appear, guilty plea, sentencing

Melissa A. Stevens, conference, two counts deception, guilty plea, sentencing 12/15.

Melissa A. Stevens, conference, theft by defendant failed to appear, guilty plea, sentencing

Melissa A. Stevens, conference, two counts deception, guilty plea, sentencing 12/15.

Melissa A. Stevens, conference, two counts deception, guilty plea, sentencing 12/15.

Melissa A. Stevens, conference, theft by defendant failed to appear, guilty plea, sentencing

Melissa A. Stevens, conference, 8 counts deception, guilty plea, sentencing 12/15.

Melissa A. Stevens, conference, two counts deception, guilty plea, sentencing 12/15.

Melissa A. Stevens, conference, two counts deception, guilty plea, sentencing 12/15.

Continued on

Memories —

Continued from Page C-1

Other announcers were Don Holloway, Don Young, Gerald Yentes, Al Knely, Pee Wee Hall (later became the famous Tom T. Hall), Steve Young and Bernie Fieler. Mr. Fenton Morris was the outside salesperson.

Murvel Hall gave a very "local" weather forecast

During those beginning broadcasting days of WMOR, many of the local merchants were permitted to come to the studio and read their own commercials live. However, it took Frank Havens, owner of the Big Store, two and one half minutes to read his 60 second commercial. (He would ad lib the copy.)

Also, Murvel Hall, the assistant engineer, frequently filled in as an announcer and would read the news and weather. Many times when Murvel gave the weather forecasts, he would say, "Just a minute folks until I look out the window." So without the benefit of radar, he examined the skies. If it looked cloudy up Evans Branch, behind Breckinridge, he would forecast rain, if not, he forecasted fair weather.

On the weekends, Murvel would do whatever needed to be done to keep the station on the air. He hurriedly read the sports one Saturday and said, "The New York Yankees left for spring training yesterday with 28 roosters on the squad." He meant to say 28 on the roster.

Radio and sports grow together

Bernie Fieler, an outstanding football player at Morehead State College, began his radio broadcasting career as a DJ (disc jockey) at WMOR. Each Sunday afternoon, he played top 10 popular jazzy music designed to attract the college crowd. Also, since he was an athlete, he soon began broadcasting sports. Little league was just getting started in Morehead and WMOR broadcast their games live. That generated much interest in that program and helped make it a success.

DJs and announcers very versatile

Gary Pinkerman, who had previous radio experience in the Cincinnati market, was employed as program director. He began to expand program-

station had to be versatile and fill many different roles in order to keep the station on the air.

Radio unites two lovers

The power of radio can be used in many different ways. While working at WMOR, John met a lovely young lady by the name of Gretta Brown. During their courtship, they decided to break up. But shortly afterwards, Johnny played a song on his show entitled, "I'm Sorry," a song that lamented two lovers' break-up and reconciliation. John dedicated that song to Gretta. His on-the-air apology was accepted, because they are still happily married.

Following his marriage, John also took on the job of outside salesman for the station. He succeeded in selling a one-time ad for the Highly Grist Mill in Salt Lick. After the commercial aired, he returned to try to sell another one. Mr. Highly said he would take another one if they would turn up the volume so there would not be so much static interference. Johnny explained that broadcasting did not work like that. There was no volume control to increase the output of the station and reduce static.

Coming next week:
Part II



Percussion session

Mikey Wallace, a second grader in Krista Barton's primary class at Clearfield Elementary, gets hands-on experience with the drum set from music teacher John Hylton during a recent unit on the percussion family. Hylton is teaching units of different music families to Clearfield, Farmers and Morehead Elementary Schools. Students get hands-on experience in lessons where instruments are involved. Student involvement gives reality to textbooks for the students to enjoy. Hylton hopes that the use of instruments will spark an interest to play instruments in later in life. He hopes to open as many doors of opportunity that students may not get otherwise.



Heilig-Meyers

FURNITURE

MATTRESS
SALE!

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air. He hurriedly read the sports one Saturday and said, "The New York Yankees left for spring training yesterday with 28 roosters on the squad." He meant to say 28 on the roster.

Radio and sports grow together

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DJs and announcers very versatile

Gary Pinkerman, who had previous radio experience in the Cincinnati market, was employed as program director. He began to expand programming to reach a broader audience. Local Breckinridge High School student John Duncan, was hired in 1955 as an announcer and disc jockey. He continued there through high school and college.

John R. Duncan began his career in radio by hosting a 3:30 p.m. Friday afternoon show called "Johnny's Juke Box." He played the latest popular recordings and accepted call-in requests. It was a show that soon attracted the high school age group.

As the young DJ gained more experience, he was called upon to fill other roles at the station. He then began hosting an early morning program where he was known as "Punkin Duncan." There he would read the news, weather and play country music. His main audience was the farm community.

Then on the afternoon program, he became "J.D. the DJ." On that program he played rock and roll music aimed at the high school and college crowd. Dr. Duncan said everyone at the



William J. Sample,
President and Founder
of MOREHEAD RADIO
STATION W MOR
(1955)

ROY E CORNETTE
ALSO WAS A
CO-FOUNDER

From The
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40351
608-784-7473

CLAUDE CLAYTON
FIRST SECRETARY-
TREASURER OF
MOREHEADS W MOR
1955

From The Collection Of:
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40
608-784-7473

Radio station working with NWS

Morehead State University and its public radio station, WMKY 90.3 FM, are working with the National Weather Service to make severe weather alerts easier to hear in the area.

When the NWS needed tower space for an antenna and a place to house a transmitter, MSU provided the space in WMKY's transmitter building and tower and also volunteered emergency power from the station's standby generator.

Installation of a new 100-watt transmitter, 162.425 fre-

MOREHEAD NEWS 9-1-98
quency, has been completed in Morehead. The weather service also is placing transmitters at West Liberty and Frenchburg and in other areas of the state.

Many parts of this region have not been able to receive weather alerts or have very poor reception, making reliability of these broadcasts uncertain, according to Keith Kappes, MSU's vice president for university relations. He said it is expected that the new transmitters will improve the ability of area residents to receive vitally

important, perhaps even life saving broadcasts via their home weather alert radios.

"The university is pleased to cooperate in this important project with the National Weather Service," Kappes said.



Bill Pierce, Asst. Prof.
Director of Morehead

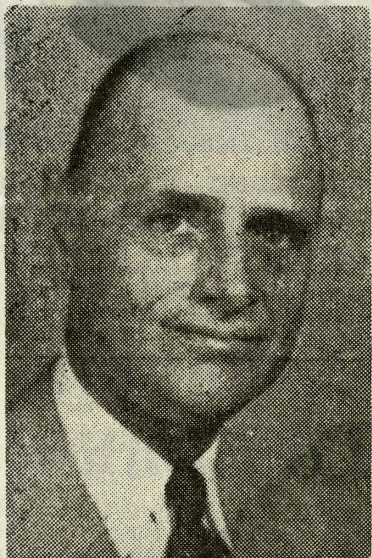
XI (3)

First Radio Station WMOK

1954

From The Collection Of:
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40351
606-784-7473

WMOR Went On Air February 18, 1955 ⁽²⁾



W. J. Sample



Claude Clayton

Radio Station WMOR of Morehead went on the air Feb. 18, 1955. All new and technically modern broadcasting equipment was installed to insure a strong and uninterrupted signal. The studios and offices of WMOR are located in the Monarch Supply Building in downtown Morehead.

The owners of WMOR are people who have lived all or a greater part of their lives in Morehead, men who feel that WMOR has been a civic contribution to Morehead, as well as a good personal investment.

The operative staff is headed by William M. Whitaker, formerly of Letcher County.

Earl S. Young, a native of Rowan County, is chief engineer.

Murvel Hall, assistant engineer, realized a life-long ambition in becoming associated with WMOR.

The complete personnel of WMOR is: William S. Sample, president; Roy Cornette, vice-president and treasurer; Claude Clayton, secretary; William M. Whitaker, manager; Earl S. Young, chief engineer; Murvel J. Hall, assistant engineer; Norma J. Ramey, secretary and traffic manager; Joanne S. Zingale, librarian and assistant traffic manager; Bill Pierce, Don Holloway, Gerald Yentes, and "Pee Wee" Hall, announcers; Bernie Fieler, sports announcer; and Fenton Morris, sales representative.