

A Decade of  
Service

1965 — 1975



10th Anniversary  
Edition

Sept. 21-27, 1975

Began as 10-watt station, now reaches 180,000 listeners

## WMKY: 10 years of steady service and growth

This fall as WMKY, Morehead State University's radio station, celebrates its tenth anniversary, it is broadcasting 18 hours a day to people in virtually

every county in Eastern Kentucky, and to many more in Ohio and West Virginia. Beginning June 15, 1965, as a 10-watt

station heard only four hours a day in the immediate vicinity of Morehead, WMKY is now a 50,000 watt charter-member affiliate of the National Public

Radio network, presenting programming that originates both locally and from news and cultural centers around the earth to a potential audience of 180,000. The station is also served with news from the United Press International wire service and its audio network.

### Term paper started idea

The original idea for a college radio station at Morehead State University was part of a term paper written by Don Holloway, a student here in the 1950s. The paper was brought to the attention of President Adron Doran and other administrators, who recognized the potential such a station could have for the University to reach not only its own students, but residents throughout the region, with informative and interesting programs. When the station became a reality, Holloway was named its first manager.

Final Federal Communications Commission approval for the school to establish the station was given March 11, 1965. By April 30, an antenna had been raised atop the Combs Classroom Building.

In the beginning the station was associated with the Division of Fine Arts, which became the School of Humanities when Morehead State College became a university in 1966. There were only eight people on the original radio staff. Today there are seven full-time staff members, headed by general manager Larry Netherton, and 30 part time members.

In the early years Netherton had started out as head of a seven-man sports staff, which later developed a regional sports network to serve a number of other stations.

### Joins NER

In 1969, WMKY became a member of National Educational Radio, which supplied educational tapes for broadcast. That fall the station began broadcasting two weeks before classes began to help with registration of students. The first remote broadcast was for the ground breaking of Cave Run Reservoir. That broadcast was carried by commercial stations in the region as the first network established by the University station.

Special broadcasts during the first month of operation in the fall of 1969 included the play-by-play coverage of the MSU-Marshall football game from the newly-lighted Breathitt Sports Center; grand opening of the Metropolitan Opera from the Lincoln Center in New York and special remote broadcasts during registration. By then, the broadcast day had increased from the four-hour day to a nine-hour day, from 2 p.m. to 11 p.m.

Twenty-five Morehead retail businessmen provided funds for remote telephone lines to carry the 1969-70 football and basketball road games.

The first in a series of locally-produced documentaries by WMKY, entitled "Water: The Problem and What Is Being Done About It," was



President Adron Doran seated, Dr. J. E. Duncan left, and Don Holloway met in the control room of WMKY to hand the first Federal Communication Commission

authorization to broadcast. The year was 1965. Duncan was chairman of the Division of Fine Arts and Holloway was an instructor in Speech and Theatre.

## WMKY first to receive HEW grants

In 1969, WMKY became the first 10 watt station in the United States to receive a grant from the Educational Broadcast Facilities Program of the Department of Health, Education and Welfare.

Since that time WMKY has received over \$200,000 in the form of 12 grants.

The largest single grant for the development of WMKY came in 1971, when the station began expansion from 10 watts to 50,000 watts.

The federal government awarded WMKY a grant for \$64,000. These funds, along with \$20,000 from the University, allowed WMKY to reach approximately 125,000 people in Kentucky, plus secondary coverage in Ohio and West Virginia.

### Public radio

In 1970, WMKY initiated a statewide engineering study designed to provide a non-commercial signal (publicradio) to

every Kentucky citizen.

Twenty private and public colleges in Kentucky, including Morehead State University, provided matching funds for this project. The federal contribution in this instance was \$2,300.

A Title I grant of \$20,000 was awarded WMKY in July, 1972, under the Higher Education Act of 1965.

With the University contributing \$10,969, WMKY established an interagency communication system with five Community Action Agencies and Area Development Districts.

The information gathered through this interagency system was then broadcast to the public via WMKY's main channel. These funds provided partial support for operations, expansion and personnel.

### Adult education

Two Adult Education grants totaling \$33,295 were awarded in 1969 and 1970,

providing adult education to the community by radio.

Beginning in June, 1969, WMKY utilized a grant of approximately \$5,000 to produce "Real Eastern Kentucky." This grant provided for the production of six 30-minute sound studies of Eastern Kentucky which were later used by 26 public radio stations across the country.

Since 1970, WMKY has received five grants from the Corporation for Public Broadcasting totaling \$71,916 for supportive operations, personnel, and expansion.

Most recently, National Public Radio granted WMKY \$1,867. A May, 1972, program grant funded "Nature Is," a series of sound links produced from field tapes made during a two week nature photography course taught by Don Young, a member of the faculty in the Art Department at Morehead State University.

# Don Holloway helps WMKY become a 'stereo giant'

Continued from page 1  
broadcast October 13, 1966.

## Explores problem

The program was an in-depth look at the water shortage which developed because of the increasing enrollment at MSU. Topics included were construction of a water tank at the University and construction of the \$1,600,000 pumping system by the city of Morehead to obtain water from the Licking River.

By the fall of 1967, the management of WMKY announced that 66 students had passed their Federal Communications Commission exam for Third Class Licenses with Broadcast endorsement. Two of the 66 had taken and passed the difficult First Class examination, which allowed holders unlimited technical, repair and operational privileges.

The first to obtain the top license was

David Greenlee, student engineer in 1964-65.

In the spring of 1968 WMKY, in cooperation with The Trail Blazer, produced a series of programs on "Student Unrest — Fact or Fallacy," dealing with campus issues that had come out of the Vietnamese war. Program participation was open to students, staff and faculty and a variety of viewpoints were aired. During the same spring programming was expanded to 10 hours a day — from 2 p.m. to midnight.

The 1968 broadcast year saw an ever-increasing number of locally-produced and originated programs, including broadcast of the Campus Press Conference, which featured questions and answers by student government members and students on University committees. The station also featured daily agriculture programs and initiated "MSU Tonight," a

conversation and variety program featuring live music.

## Expands power

WMKY began its sixth year of broadcasting in 1970 with a full and part time staff numbering more than 40. It was in this school year that WMKY received permission from the FCC to expand its power from 10 to 50,000 watts, thus increasing its outreach into Eastern Kentucky.

Station Manager Don Holloway announced that this giant forward step would qualify WMKY as one of 96 stations across the U.S. to receive special assistance from the Corporation for Public Broadcasting. That meant that the station would become a part of what is now commonly referred to as NPR — National Public Radio. The first network broadcast took place on May 3, 1971.

On April 4 the new 50,000 watt stereo station became a reality. Using its new antenna on the educational television tower atop Triangle Hill, the station converted to its new power and vacated its old spot on the dial, which became necessary because of the boost in power. The new frequency, 90.3 on the FM dial, has become quite familiar to residents of eastern Kentucky.

## New hours, new programs

The station also announced another broadcast expansion — lengthening the broadcast day to 12 hours, from noon until midnight. Program Director Larry Netherton also announced an expanded news schedule and other formal changes.

In September, the station held an open house for its new facilities and in early October, an official dedication of the new 50,000 watt facilities was held. Dr. Doran, in his address stated that, "this dedication marks the end of the period of time for technical development. Program plans must now be our main objective for the next period of time."

Guest speaker at the ceremonies, Jim Roberson, executive director of

National Educational Radio, called WMKY "the radio station whose voice has just changed."

Still another advancement, in the form of extended broadcasting hours from 9 a.m. until midnight, came in late-1971.

In December, Station Manager Don Holloway was elected to the board of directors of National Public Radio.

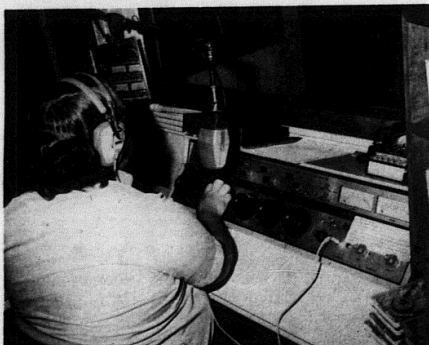
In 1972, WMKY continued its expansion of coverage of contemporary issues with a February program on drugs and drug control, moderated by Holloway and the director of the Cave Run Comprehensive Care Center, William Burkett. The program was opened to the public by telephone.

On April 1, 1972 programming was again expanded as three hours were added to the broadcast day. A new program titled "New Day" broadcast from 6 a.m. until 9 a.m., featured news, weather, and sports, intermingled with music, locally produced features and live interviews.

On July 1, 1973, Larry Netherton was named station manager of WMKY when Don Holloway received another appointment in the Center for Telecommunications. A major expansion of the student laboratory concept came through the development of the internship program whereby students in Communications are given practical experience in all phases of the operation of WMKY.

Black students on campus have been provided an avenue of expression with the addition of "Soul Bus" to the WMKY program schedule. Vignettes on black history and black culture, intermingled with contemporary "soul" music has become a hit on campus and in the region as well.

As WMKY begins its second decade of service, the philosophy and commitment continues to be one of providing the student with the most meaningful practical experiences integral to his education and to serve the community and region through the dissemination of news, information, entertainment, and cultural programming.



WMKY's master control room features convenience and modern equipment. (University Staff photo).

## 'All Things Considered' gives in-depth news coverage

If you find that Tony Bennett leaves you breathless, which is a general indicator of ensuing death, you do have a recourse.

WMKY offers the radio listener "All Things Considered," a 90-minute news magazine, aired 5-6:30 p.m. weekdays.

And a welcome recourse it is. Since its premier on May 3, 1971, National Public Radio's news magazine has remained the most popular program of all those produced at NPR's headquarters in Washington, D.C.

Two years ago, the broadcasting industry recognized "All Things Considered" by awarding the program the Peabody Award for excellence in news and public affairs.

"All Things Considered" is described as a "news magazine" because of its format. For 90 minutes on weekdays and 30 minutes on Saturday and Sunday, the program divides the news of the day into segments, which vary in length from 2 to 10 minutes.

This format provides a contrast to the commercial network newscasts which usually allow 45 seconds for coverage of most stories.

## Program unique

However, "All Things Considered" is unique in a variety of ways.

"All Things Considered" is a production of National Public Radio, which is just that — public and non-commercial.

Commercial network structure for

news gathering and reporting is operated on a verbal structure — national level to the public. Because of its non-commercial operation, the NPR system operates on a lateral policy of gathering news from its 179 stations across the U.S.

Because of its unique format, the ordinary citizen has as much forum as does the politician or the celebrity.

The staff of "All Things Considered" garners its reports from two sources: those staff members who cover assigned events and free-lance reports.

The program welcomes station submissions, but one of its main problems is that such input often tend to be "straight" rather than experimental or creative.

## Interprets news

"All Things Considered" has specific guidelines for program content. It does not deal with mere reporting of events, but rather it delves into the "why" and "how" and usually "what's next" along with the standard news questions of "who," "what," and "where."

"All Things Considered" seeks to tell listeners about important ideas, trends and movements in the news that gives the listener a sense of direction necessary to understand what the reported news events mean.

Integrity and honesty form the basis of the standards and policies of "All Things Considered" in reporting,

NPR establishes that it will not lie or willfully mislead. This policy applies to both the source and the audience. NPR always identifies the news source.

Since the program is aired for the public, it welcomes audience response. NPR looks on its listeners as reporters.

Producer of the program, Jim Russell, stated, "We're trying to keep our ears tuned to the entire country, and the best way to do this is through our listeners."

"Listeners feel that the people on the show are their friends and so they are not intimidated. They write, give us their opinions and they give us ideas to report on."

"In that sense we have millions of reporters all over the country. They regard 'All Things Considered' as their show... Because it's public, they think they own 'All Things Considered,' and they're absolutely right."



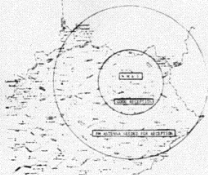
News... weather... sports. All may be heard on WMKY's pre-recorded Newline by calling 753-3906.



Howard Smith, a former MSU and Harlem Globetrotter basketball star utilizes the WMKY studios for his jazz program. The facilities are

available to students for laboratory experience. (University Staff Photo)

**WMKY**



Call sign: WMKY and KUQ-54.  
Frequency: 90.3 megaHertz.  
Power: Transmitter output, 20,000 watts, effective radiated power 50,000 watts horizontal, 50,000 watts vertical.  
Studio location: Combs Classroom Building, Rooms 210-218.  
Transmitter location: Triangle Hill, three miles east of Morehead.  
License Numbers: BLED 879; BSCA-1,072 (SCA); BLST-682 No. 503.  
Managed by: Division of Communications, School of Humanities.

## NPR provides national programming

Remember when radio was "educational"? That concept goes back to the early days of radio in the 1920's, when dozens of educational institutions were pioneers in broadcasting.

In 1941, the Federal Communications Commission endorsed operation of the FM band with its potential for high quality and stereo. Shortly afterwards, the FCC reserved 20 channels — between 88 and 92 MHz — for noncommercial educational broadcasting. Later, the term "educational" was broadened to encompass more than instructional programming and became known as "public".

NPR established in 1969

After Congress passed the Public Broadcasting Act of 1967, the Corporation for Public Broadcasting (CPB) was created to support the growth and development of non-commercial radio and television. Soon CPB and qualified public radio stations determined a national programming service was necessary. In 1969, National Public Radio (NPR) was incorporated to provide that service. The first program transmission was on April 19, 1971, when NPR gave live coverage to the Senate Foreign Relations Committee hearings on U.S. involvement in Vietnam.

NPR is the national programming center and an inter-connected system of

more than 175 public radio stations across the United States. NPR gathers local productions from member stations and, with the national programming center productions, sends them out to member stations across the country. Programs with local sources retain their local flavor, thus bringing sounds of unusual things from unusual places to the airwaves.

As an affiliate of the National Public Network, WMKY originates productions that may reach as many as 1.5 million listeners through the NPR network.

## Sports coverage

WMKY is the originating station for the Morehead State University Bald Eagle Network that includes nine stations throughout Eastern Kentucky and West Virginia. This allows fans throughout Kentucky, Ohio, and West Virginia to follow the Eagles in football and basketball. Rowan County High School football games are also broadcast. Selected University Breckinridge and Rowan County basketball games are broadcast and WMKY originates coverage of the 61st District and 16th Regional Tournaments. The station is also a part of a State Basketball Tournament Network.

## Campus media meet in showdown

"It is now time for a showdown. The Trail Blazer staff formally challenges the duffers of WMKY-FM to a golf match at the MSU course," wrote editor Dan Hopwood in the Sept. 19, 1967 issue of *The Trail Blazer*.

The competition between the media went a little beyond golf. It would settle for sure the rivalry between newspapermen and radionews for the number one spot in news reporting.

Three days later, the match began in summer and ended in fall — the

autumnal equinox. Perhaps there was an omen somewhere. The teams battled and sweated for six hours, then WMKY brutally finished off *The Trail Blazer* players.

In a sidelight match that day, having no bearing on the score, George Burgess, University photographer playing for *The Trail Blazer*, destroyed Don Holloway, WMKY advisor.

After the paper's humiliation, Dan Hopwood probably felt that some days it's better to keep your mouth shut.



Susan McGraw utilizes WMKY production facilities for a class project. (University Staff photo).

**WMKY**

A decade of service  
to Eastern Kentucky

## AERho — Honorary frat at MSU

Alpha Epsilon Rho, the honorary radio and television fraternity for outstanding men and women in the field of broadcasting, was established at MSU in the spring of 1973.

Established nationally in 1943, AERho continues to recognize and emphasize its founding principles: superior scholarship and creative participation in broadcasting production and associated activities.

Encourages self-improvement

AERho encourages continual self-

improvement in skills and knowledge, promotes the exchange of ideas between students and professional broadcasters, and explores directions in which significant contributions may be made in the field of mass communications.

Members write, produce, direct, announce, or serve as talent on public and commercial broadcasting stations.

Activities include the sponsoring of guest speakers from the broadcasting industry and service projects for the campus media.

WMKY's 10th Anniversary issue was prepared by Ron Harrell, Carole Nantz and Dianne Zimmerman, with special thanks to Don Holloway and the Staff of WMKY.

## Ailing Holloway taught by phone

In 1966 Don Holloway proved adversity can't keep a good man down. Confined to his bed for six weeks because of an illness which greatly limited physical activity, Holloway spent his convalescence teaching classes in an unusual manner.

A telephone placed by Holloway's bedside connected with the control room at the radio station. This made it possible for him to lecture to his classes, as well as to hold discussions with the students.

### Interesting experience

"It has been an interesting experience," Holloway said later, "but instead of connecting names and faces as a teacher ordinarily does, I have had to connect names and voices."

Many of the students were strangers to Holloway, as they had enrolled in his three classes for the first time at the beginning of the spring semester.

"It is surprising how much you can tell about an individual just by listening to his voice," said Holloway afterwards.

He credited the venture's success to graduate students who took over the laboratory work involved in the classes.

The 40-man staff of WMKY merited Holloway's high praise, too. John-Bob Hall, program manager, and Bob Brant, operations director, "showed great leadership abilities in the mature fashion by which they kept WMKY operating six hours daily."

### Provides laughs

Holloway's students kept him laughing during his convalescence. Following one lecture, one student said, "Thank you Mr. Holloway for being with us today." Then came deafening recorded applause — something akin to fans at an Emerson, Lake, and Palmer concert.

Another time, members of a class covered up the alarm which designated the end of the class period, and substituted the sound of a cuckoo clock.

Some of WMKY's memories were made of love.

# WMKY

90.3

FM — stereo



The first engineering staff at Morehead State College consisted of, from L. to R., Don Holloway, Station Manager; Jim Craft, News Director; John-Bob Hall, Assistant Station Manager; David Greenlee,

Engineer; Paul Leasure, Engineer; Jerry Blankenship, Dubbing Engineer; Edward Moore, Chief Announcer; Paula Moore, Engineer; Doug Willis, Engineer.

## Indirect contact by WMKY

# Adult Radio offers practical service

"Any person who looks intently into the eyes of our Appalachian Adult must feel the need for a project such as the one which follows," said Don Holloway, Adult Radio project director, in 1968. Adult Radio was in operation from 1968 to 1970 as a public service to help the Appalachian rural citizen increase his cultural contacts and his educational possibilities.

The project emphasized both direct and indirect contact with the senior citizen. Direct contact was achieved through home visits by field workers; indirect contact, by radio. Funds were provided under Title I of the Higher Education Act of 1965, and began July 1, 1968.

During the first year, 1968, there were two 13-week periods with five one-hour broadcasts per week. During the home visits, cultural and educational data

was collected. Broadcasts that year covered such areas as: "Enjoyment of Music", "Who Am I?" (a scientific, religious, and philosophical approach to mankind), "Great Lives After '55'", "Adventures in Maturity", and "Creative Writing". "Enjoyment of Music" proved to be the most popular program; "Who Am I?", the least popular. (Enrollees considered it too personal.)

### Programs 'practical'

Programs offered the second year were more practical in nature, such as "Legal Services for the Elderly", "Social Security and Medicare", and "Budgeting for Food". Another important change occurred that year besides programming. Local commercial stations became involved in order to reach a wider audience. With four stations, WMOR-AM-FM, Morehead; WKKS, Vanceburg; WGOH, Grayson; and WLKS, West Liberty, Adult Radio was broadcast over a five county region.

Enrollment in the program was initially handled through individuals and civic agencies. However, by the second year, the large broadcasting area made this procedure impractical. Therefore, civic clubs, church organizations, and educational organizations throughout the five counties cooperated to make Adult

Radio succeed. The program grew to 406 participants. Lewis County had 98 participants, Carter 44, Morgan 31, Rowan 119, and Elliott 114.

### Direct contact 'difficult'

The most difficult problem the project faced was "direct" contact. Home visits were to supply both research data and feedback from the participants. Unfortunately, in dealing with the under-education elderly, written work had to be easy to understand and require little effort. Also, researchers needed to be specially trained in order to keep the participant from straying off the subject at hand.

Despite these weaknesses, Adult Radio made an important contribution to the listening area. According to the annual project report of 1970, more than ten per cent of the regular participants received a certificate for a 13-week program.

Beginning in February of 1969 a weekly discussion program called "Talkback: Adult Radio" was presented over WMKY. During the hour, guest speakers would present a topic relative to the Adult Radio audience. Enrollees and listeners were invited to phone in questions and comments for discussion. Donald Holloway, project director, served as program moderator.



Fred Hensley, left, and Bob Hensley, right, gained practical experience at WMKY as announcers on remote sports broadcasts. Fred is now MSU's sports information director and Bob is news director at WBLG in Lexington. (University Staff Photo)

## WMKY staff

General Manager: Larry Netherton  
Chief Engineer: Ray Roberts  
Traffic Manager: Margaret Kenner  
Producer: Richard Kunkel  
Music Director: Myron Doan

News and Public Affairs Director: Ron Smith  
Sports Director: Don Russell  
Secretary: Carol Lawson