

## WMNF STATION ACTIVITY CPB SURVEY 2017

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.

WMNF continues to reach out to our geographical and digital communities in several ways. Community issues are defined with our Community Advisory Board, and our Diversity and Volunteer Committees. Members and guests to those committees are encouraged to use them to bring the station's attention to issues. WMNF has had, since inception, a strong mandate toward opening our doors and airways to community members who do not have access or voices in mainstream media. With the exception of our news department, all of the WMNF programmers are volunteers from the community, putting more than 125 individuals on the air weekly.

WMNF also has more than 20 hours of midday programming with open phone lines, which allows community members to engage publicly through our airwaves. Our Website, [wmnf.org](http://wmnf.org), posts community events and actions submitted by community members, and our staff and volunteers continue to strengthen and build relationships with a variety of organizations throughout the Tampa Bay area. We continue our partnerships with St. Petersburg College's Music Industry Recording Arts program; BAAMO (Bay Area Arts & Music Organization); the University Area Community Development Corporation; the University of South Florida; the Hillsborough Arts Council, and multiple other relationships.

Some of the fruits of these partnerships are active intern programs; support for local musicians; working with retired and/or senior volunteers in teaching new digital and audio skills; working with high school students to build audio technology skills; working with local tech schools to build multimedia skills.

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.

WMNF has joined VuHaus, a consortium of US public radio stations which promotes live music. WMNF continues our strong partnership with the Tampa Bay Black Heritage organization, assisting in programming, publicity and planning their annual events. WMNF collaborates with and provides volunteers for Hands Across the Sands, The University of South Florida's Welcoming Week Refugee Task Force, Caribbean Kids Fest, Studio @ 620, and others. WMNF also allows community groups to use our facilities for meetings. We are developing a back to school/music festival with the One Love Foundation. We worked with Eckerd College to create internships for journalism students.

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.

WMNF continues to work with the Hillsborough County School system on the Disability Mentoring Day (in our 5th year). We received official thank you notes from the school system, but the handwritten notes from the students relayed the impact of their day spent at the station. WMNF has been also working with an adult home for men on the autism spectrum, and several of them have been able to transition into career classes after holding down volunteer shifts at the station. We helped their social workers and the University of South Florida broaden the career skills training that they offer for individuals like our volunteers.

WMNF is located in Seminole Heights, an area that received national publicity last year for a serial killer. Not only did WMNF provide news and media organizations with information, we, through our airwaves, social media and website, provided information for our neighbors about neighborhood meetings, vigils, updates from the police department, available help, and more.

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.

WMNF continues to come up with new ways to engage minority and diverse communities with our events, programming and outreach. In programming, 22 of the 78 locally produced shows are helmed by people of color. WMNF reinvigorated our 3 HD channels in 2016, dedicating one to classic R&B, soul, reggae and hip hop music. In 2018 we are developing original programming for that channel including LatinX music shows, focusing primarily on Puerto Rican artists. We also are developing a roots reggae show for another channel, tapping into a large Caribbean community. We present the Caribbean Cruise Festival annually which brings together diverse Caribbean communities with music, food, dress, and other cultural activities.

WMNF hosts open houses, including a big Juneteenth event, and invites our geographical and listening community to attend. We have had our hip hop, poetry, and gospel shows collaborate on in-station concerts that were attended to capacity. In 2017 our Urban Café program did live broadcasts from the community, at minority owned businesses, and continues to create events and plans more live broadcasts. We also have produced live broadcasts with our Soul Party program, our Jewish program Sunday Simcha and other shows. WMNF has a popular midday show. True Talk, which focuses on issues centered around the Middle East and the US, and its hosts are from Egypt and Palestine. WMNF has collaborated with the Tampa Bay Refugee Task Force.

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?

CPB funding is critical not only to WMNF's financial and organizational strength and capacity, but also to our ability to provide news and information, public service, community outreach and public engagement as well as our ability to create culture. This specific CPB grant pays for national programming such as NPR, Pacifica and Associated Press, as well as part of the payment for tower rental. The CPB grant provides funding for access to AP's wire services, which provide local information related to weather events and weather emergencies. The funding partially provides for our enhanced EAS (Emergency Alert System) capability.

The CSG is integral to our delivery of locally-produced news. WMNF listeners and our news department value Pacifica, namely Amy Goodman's work on "Democracy Now!" The news department often uses pieces from "Democracy Now!" on our MidPoint program to help deliver the most nuanced take possible on the biggest stories of the day. The news department also constantly relies on pieces and coverage from NPR and the Associated Press to keep our audience informed and up to date on stories that impact their lives.

CPB funding is essential for WMNF's ability to pay for NPR, Pacifica, the AP, our tower rent and utilities and to help maintain staff to provide critical services that enrich and engage with our community. Loss of CPB funding would severely impact the station's all-round performance and capacity to serve the community. This severe loss, nearly 20 percent of WMNF's operating budget, would reduce our local news coverage. We would also not be able to absorb the cut as it would significantly impact our fundraising capabilities, as WMNF in turn could no longer afford development and event staff. As a community-licensed station, this would reduce our capacity to serve and engage targeted local communities and force us to stridently cut back many of our engagement events. If WMNF suddenly became much less valuable to our community as a source of news, music and culture that listeners depend on daily, then that would not only impact our audience, but also represent a major loss to our region.

The elimination of CPB funding would, in short, forever alter a station that has served its community well for nearly 39 years. Not having CPB funding would likely endanger the community as well. WMNF was able to stay on the air the entire time Hurricane Irma hit our listening area in September 2017. As the CPB grant helps fund NPR and Associated Press, and partial payment for the rental at our tower, WMNF was able to provide strong emergency coverage before, during and after the storm. Not having access to news services nor capacity to pay for the tower would have rendered us ineffective during that weather emergency. In crisis and in good times, WMNF needs this funding to maintain the strong standard that makes us a beacon in our listening area and a model for other community radio stations. CPB funding helps WMNF fulfill that standard of grassroots locally-produced news, music and community events.