

WMNF ACTIVITY CPB SURVEY 2019

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, since inception, a strong mandate toward opening our doors and airwaves 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 18 hours of midday programming with open phone lines, allowing community members to engage publicly through our airwaves. Our Website, 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 partnered 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; and multiple other relationships.

Some of the fruits of these partnerships are coordinating active intern programs; supporting 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 a robust relationship with The Hillsborough County Board of County Commissioners, recently awarding the station two grants, one in 2017 to replace our aging Station-to-Transmitter Link Tower and in 2018-19 to replace our outmoded and no longer supported radio broadcast and production boards. A key component in both of these grant awards is the County's reliance on WMNF. The station would allow the Hillsborough County Emergency Operations Center to use our broadcast facilities in a state of emergency should that government entity be unable to disseminate information from its own building.

WMNF maintains a 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, Pasco County Eco-fest, 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.

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's partnership with the University Area Community Development Corporation has been extremely fruitful. The UACDC is located in an area in Tampa, and 95% of those they serve live below poverty levels. The UACDC works to improve the economic, educational and social levels of the community through youth programs, adult education and resource assistance. WMNF's strong relationship with them has allowed the UACDC to expand its services to youth to include collaborations with WMNF. WMNF also has worked with Keep St. Petersburg Local, a group promoting locally owned businesses and artists. Our media partnership significantly contributed to their highest attendance at their annual event.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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 with minority and diverse communities with our events, programming and outreach. In programming, 25 of the 78 locally produced shows are helmed by people of color, and two of our newest shows in our 2018-19 schedule are hosted by young women. WMNF dedicates one of our three HD channels to classic R&B, soul, reggae and hip hop music. We continue to develop original programming for that channel. 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 2018-19 our Urban Café program continued live broadcasts from the community, at minority owned businesses, and continues to create events and plan more live broadcasts. We also have produced live broadcasts with our Soul Party program, and other shows. We have hosted film screenings and discussions about incarceration and felon voting rights. 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 also 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 to every aspect of WMNF's capacity to serve our community. It is crucial to WMNF's financial and organizational stability. It enables WMNF to provide news and information, public service, community outreach and public engagement. This Community Service Grant is also key to our ability to create culture. This specific CPB CSG pays for national programming services such as NPR, Pacifica and Associated Press, as well as part of the payment for our tower rental. The CSG provides funding for access to AP's wire services, which provide local information related to weather events and weather emergencies. The funding also partially provides for our enhanced EAS (Emergency Alert System).

The CSG is integral to delivering 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 drill down into biggest stories of the day. The news department also constantly relies on pieces and coverage from NPR and the AP 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 on and off the air and our capacity to serve the community. This steep cut would amount to nearly 20 percent of WMNF's operating budget and immediately reduce our local news coverage. It would directly impact our fundraising capabilities, as WMNF 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 eliminate 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 40 years. Losing 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 being able to afford such news services nor the ability 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.