

WMNF ACTIVITY CPB SURVEY 2020

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 knows the world keeps changing and that we need to provide content on platforms listeners want to receive it: over terrestrial radio for our geographical community, and our Web site, Smartphone app and through social media platforms for those who listen and interact with us digitally. WMNF's Community Advisory Board, as well as our Diversity and Volunteer Committees help us define area issues for our listeners so we can better inform our programming choices. Members and guests to those committees are encouraged turn the station's attention to issues. Since we went on the air in 1979, WMNF has maintained a strong mandate to open 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 18 hours of midday programming with open phone lines, which allows community members to engage publicly through our airwaves. Our Website, wmnf.org, posts community events and actions submitted by area residents, 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; the University Area Community Development Corporation; the University of South Florida; and multiple other relationships.

Some of the objectives of these partnerships include active high school and college intern programs; support and access for local musicians; training for retired and/or senior volunteers to teach new digital and audio skills; training for high school, local tech schools and college students to build audio technology and 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 enjoys a strong and lengthy partnership with the Tampa Bay Black Heritage organization, assisting in programming, publicity and planning their annual events. WMNF also works with the Tampa Organization of Black Affairs by supporting their various initiatives. WMNF has been participating in the Annual Tampa Dr. Martin Luther King, Jr. Parade on MLK Day for decades. We are also sponsors of the neighborhood Belmont Heights Little League, annually paying \$500 to purchase their uniforms

WMNF collaborates with and provides volunteers for Hands Across the Sands, the ever-growing VegFest, 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 a long-standing and successful collaboration. 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 the organization has allowed the UACDC to expand its services to youth to include collaborations with the station. 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

WMNF systematically refines our efforts to engage with minority and diverse communities through 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 are hosted by young women. WMNF has three HD channels, with one, "Soul School", dedicated 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, to which we invite our area audience and community members to attend. WMNF began and continues our "WMNF Road Trip" series where DJs from minority-targeted shows appear and spin music at area independent businesses. 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 continues our collaboration with the Tampa Bay Refugee Task Force by supporting their "Welcoming Week" at USF.

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 essential to every element 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 critical in 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 rely on Pacifica, namely "Democracy Now!" hosted by journalist Amy Goodman. The news department often uses pieces from "Democracy Now!" on our MidPoint program to take a deep dive into the 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 directly affect their lives.

CPB funding is necessary for WMNF's ability to pay for NPR, Pacifica, the AP, our tower rent and utilities. The grant also helps maintain staff to provide critical services that enrich and engage with our community. Loss of CPB funding would be injurious to the station on and off the air and severely diminish our capacity to serve the community. This steep loss would amount to nearly 20 percent of WMNF's operating budget and immediately reduce our local news coverage. Such a significant budget cut would directly affect our fundraising capabilities, as WMNF could no longer afford development and event staff. As a community-licensed station, such a loss would reduce our capacity to serve and engage targeted local communities and force us to stridently cut back many of our community 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 hurt our loyal audience but also represent a major loss to our region.

The elimination of CPB funding would irreparably injure a station that has served its community well for 40 years if we were to lose our capacity to continue to provide such service. Loss of CPB funding would likely endanger the community as well. WMNF stayed 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 critical emergency coverage before, during and after the storm. Not being able to afford such news services nor having 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.