

WMNF

Community Advisory Board Meeting

December 7, 2020, 6 pm

Attendees:

Rick Fernandes, General Manager, WMNF

Nancy Johnson, 2nd VP, Board of Directors, WMNF

Will Greaves, President, Board of Directors, WMNF

Julie Jenkins, Marketing Businesswoman

Jamaica Reddick, Union Organizer

Patty Cohn, Democratic Activist

Amy Weintraub, Progress Florida

Ron Spoor, Habitat for Humanity

Rick directed the group in introducing themselves. He set up dates for quarterly meetings during 2021 which he will discuss later in meeting.

Update on station – Back to regular operations – Covid Procedures in place – Only one person contracted Covid – and no spread due to our protocols.

WMNF started our Mission calendar in October which will change monthly. Thus far, focus has been on Indigenous people, Disabilities and Diversity. We are promoting these organizations during each month in a newsletter in order to raise additional funds for them and us. Positive feedback from the CAB.

Programming Review / Updated Programming Strategy in the spring – discussion about what could benefit the represented people and organizations. CAB will write Rick with suggestions on additional programs or topics for the station to consider in any upcoming changes.

Rick will be hiring a new Program Director. Interviews during the next two weeks. He is happy to say we have some diversity in our candidates. Obviously, they will have a big impact on station programming.

A new Senior Reporter, Daniel Figueroa IV was recently hired to cover local stories- so far very positive feedback

Podcasts: There will be movement of some of our Public Affairs shows over to Podcasts. There will also be a focus to open up our podcasting to local organizations to sever the immediate community directly. Focus on local issues. The CAB will email Rick any potential organization that may be a good fit for a local podcast. Rick has already spoken with several non-profits.

Revamping HD 4 / Stream – Currently called “old school” very little attention is paid as we don’t have the human resources. Rick would love to turn over this channels programing to the African American community and have them program the channel – it still must align with our mission. Rick asked the CAB to recommended potential partners. Suggestions on putting together a separate advisory board and how to move this forward?

Rick spoke of an issue that happen on-air concerning opinions vs facts without mention a specific program. What is the distinction for WMNF and how to best serve the community? The CAB gave great feedback on what should define opinion vs irrefutable facts with so much misinformation out in the public.

Dates for future meetings are: March 8, 2021, June 7, 2021, September 8, 2021, and December 6th.

Meeting adjourned at 6:58 pm.