

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 has resumed community events, outreach, and live music, with strict COVID protocols in place, to ensure the safety of our staff, volunteers and, supporters. The station and its Diversity and Inclusion Committee have continued and grown our Mission Calendar, highlighting specific community issues and non-profits doing work surrounding those topics to address on-air each month. 88.5FM knows technology keeps changing and we need to provide content on platforms where listeners want to receive it: terrestrial radio for those in our broadcast range, our website, wmnf.org, phone apps, and through social media platforms for those who interact with us digitally. We continue to employ a professional to manage social media across the wide-ranging landscape of options.

WMNF's Community Advisory Board, as well as our Diversity and Volunteer Committees, help us define important local issues for our listeners, so we can better inform our programming choices. Members and guests to those committees are encouraged to turn the station's attention to subjects of interest to the local community. As of mid-March 2020, we have been holding our meetings on Zoom, which allows for more participation by stakeholders. For more than 42 years, 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, with more than 125 individuals on the air weekly.

WMNF has approximately 9 – 10 hours of programming, both midday and weekend, with open phone lines, which allow community members to engage publicly through our airwaves. Our news department has been developing an internship program with two area universities, one community college, and several high school participants. Many of them have begun producing original content for broadcast and online posting. Interns also assist with music and news programs.

Our website posts community information 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 the University Area Community Development Corporation and other local non-profits. New alliances include the NAACP, Children's Board of Hillsborough County, and the Tampa Bay Academy of Hope. We continue to strengthen relationships with the University of Tampa, University of South Florida, Hillsborough Community College, AARP, Gasparilla Music Foundation, and multiple other organizations. 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; training for high school 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 and we continued this support in 2022. We are long-time sponsors of the neighborhood Belmont Heights Little League, annually paying \$500 to purchase their uniforms.

Pre-pandemic, WMNF participated in a City of Tampa Community Resource Fair, displaying opportunities in radio and broadcasting. We also hosted Disabilities Mentoring Day, a collaboration with The Able Trust, a Florida non-profit where high school students visit the radio station to learn about careers in broadcasting.

WMNF was able to reestablish collaborations with and provide volunteers for Sanding Ovations on Treasure Island and plans to participate in the Tampa 2022 Eco-Fest, the Tampa Pride Diversity Parade, and others. WMNF hopes again to permit community groups to use our facilities for meetings, once the global health crisis is under control.

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 in their service area 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. The station looks forward to participating in the 2022 Uptown Music Festival, a fundraiser for the UACDC, to further its growth. WMNF and our Volunteer Committee recently worked on a holiday drive with the Bautista Project, a group that provides food and material aid to our neighbors in need. Our partnership and on-air campaign significantly contributed to raising awareness of their good and necessary work during this unprecedented time of unemployment, homelessness, and hunger in our listening area. This allowed them to create packages for many in need, hopefully making for a happier season. The recently implemented Mission Calendar gives monthly focus to 12 or more important mission-driven topics, in both news coverage and musical recognition of the themes. We feel it is shining a light on these important and perhaps undiscussed issues.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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, 26 of the 85 locally produced shows are

presented by people of color. Wednesday evenings now have a Latino strip from 6pm – 12am, featuring three two-hour programs hosted by bi-lingual Spanish-speaking volunteers. 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 and are planning an HD revamp, to include a new line-up, focused on in-house produced African American programming. WMNF looks forward to the day we can again host in-person open houses, including a Juneteenth event, to which we will invite our area audience and community members to attend. We celebrated virtually in 2021. The station was able to hold a “WMNF Road Trip” Block Party in July, where DJs from a minority-targeted show appeared and played music outdoors in downtown Tampa. 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. We also have a long-running Jewish music and culture program, Sunday Simcha. Our last schedule update added an LGBTQ+ show. WMNF continues our collaboration with the Tampa Bay Refugee Task Force by supporting their “Welcoming Week” at the University of South Florida, once we can fully resume outreach opportunities. The most recent member of our Board of Directors is the local President of the NAACP and has plans to help us reach even deeper into underserved communities within our broadcast area and beyond, to help bring their voices to the table.

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 WMNF’s ability to serve our community. This Community Service Grant (CSG) is crucial to the station’s financial and organizational stability. The CSG makes it possible for WMNF to provide news and information, public service, community outreach, and public engagement. The CSG is also critical in our ability to create culture.

The CSG allows WMNF to pay for national programming services such as NPR, Pacifica, and Associated Press, as well as our tower rental. The CSG also provides funding for AP 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, in particular “Democracy Now!” hosted by journalist Amy Goodman. The News Department often uses pieces from “Democracy Now!” in parts of our programming to take an in-depth look into the top stories of the day. The News Department also relies daily 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. Loss of CPB funding would be perilous to the station’s on-air news and information and severely diminish our capacity to serve the community. Such a huge loss would amount to nearly 20 percent of WMNF’s operating budget and immediately reduce our local news coverage. As a community-licensed station, not having CPB funding 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, community engagement, and culture that listeners depend on daily, then that would not only hurt our loyal audience but also create a major void in our region. WMNF has proven more valuable to our listeners during the pandemic, connecting them closely with WMNF’s human touch that provides

cultural enrichment, relevant news, and a direct line to the station. Most of our news and music on-air personnel are live in the studio taking calls and engaging on social media. WMNF covers COVID-19 daily and has provided information on how to stay safer during the pandemic.

The elimination of CPB funding would irreparably damage a station that has served its community well for 42 years should we lose our capacity to continue to provide such service. Loss of CPB funding would likely endanger the community as well. WMNF has been consistent and reliable in its coverage of COVID-19. WMNF was also prepared to operate 24/7 when Hurricane Eta took a direct hit on our immediate listening area. Though we did not go off the air nor sustain damage, having the financial stability and infrastructure to keep the station operable further proves our value to the community.

In 2017, WMNF stayed on the air the entire time Hurricane Irma hit our listening area. As the CPB grant helps fund NPR and Associated Press, and 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 better times, WMNF needs this important CSG to maintain the strong standard that makes us a beacon in our listening area and a model for other community and public radio stations. CPB funding helps WMNF fulfill that standard of grassroots locally-produced news, music, and community events which have now resumed since our last report.