

## Community Advisory Board of WMNF 88.5 FM

Meeting of June 30, 2016

### Attendance

Name	Committee Role	Station Affiliation	Present (P/A)
Laura Keane	Chair	BOD	P
Craig Kopp	General Manager	BOD/WMNF	P
Lillian Dunlap	Member	CAB	A
Ashley Brundage	Member	CAB	A
Alex Manus	Member	CAB	A
Mario Nunez	Member	CAB	P
Mike Reedy	Member	CAB	A
Ken Skillman	Member	CAB	P
Richard Manning	New Member	CAB	P
Chimurenga Waller	Member	CAB	A

1. Call to Order – Chair calls to order at 1:02 pm
2. Acknowledge Guests: none
3. Overview of CAB and Introductions by Laura Keane
4. Introductions of new members: Richard Manning, Prof of Philosophy at USF and former NBSF director.
5. Format Explanation: Each Member is asked to delineate issues in the community they feel are not getting proper attention, why these issues are important, and any suggestions for improved coverage by WMNF

6. Issues:

\* Tampa-centric history with an emphasis on City of Tampa, and then history of other cities (Clearwater, St. Petersburg). Stop saying “Tampa Bay” and say “Tampa, Clearwater, St. Petersburg.” As early as 1961, an event was promoted as Tri-City. That places more focus on other cities and their history.

- \* WMNF signal covers a large area of potential listeners that may not be recognized. Rural areas from Dade City to Bartow may not feel connected to “Tampa Bay” area unless we make audio effort to include.
- \* “Tampa” vs “Tampa Bay” vs “Tri-Cities”: Tri-Cities conjure up multi-cities, whereas Tampa Bay doesn’t offer recognition to anyone. Tampa Bay sounds “bully-ish.” Let’s re-identify who the players are!
- \* Public school system is being beat down by legislative actions designed to discredit it – also a national problem. But clearly a problem in Tampa Bay area.
- \* Large number of veterans coming back and getting little care. Veteran suicide at an all-time high. Where are the services to support these people? In what tangible way can WMNF serve these communities of veterans? Maybe more PSAs with info on help options. Might be opportunity for specific outreach. Even inviting “older” veterans to meet-up with and potentially mentor “newer” veterans.
- \* WMNF hasn’t been as successful as we would like in attracting youth listeners, partially because of changing listening habits generationally. Opportunity to reach out to newly mobilized group of youth – the Bernie supporters. Would be great to make those people understand WMNF is an ideological/spiritual home for them, for their passion.
- \* Another youth outreach/programming opportunity: Freethinkers (i.e., religious skeptics). This is a group that has no representation in local media; they have YouTube and that’s about it. Why can’t WMNF address these people? Makes perfect sense, given WMNF’s mission. Since we have increased ratings in this election cycle, let’s try to develop reasons for those new listeners to stay with WMNF when election is over.
- \* Gerrymandering another important issue. Smart GOP operatives figured out that targeted, late election cycle smear campaigns work to keep Democratic opponents out of office. Newly elected officials then get to redraw the maps. Public awareness of this system is needed – repeated explanations are needed, too. Everyone hates this system, but it’s legal. WMNF can continue to shine the light on what’s going on and how the system works. The elected representatives actually represent a small portion of the people of Florida; the rep’s represent the people who draw the lines on the district maps.
- \* Less than 2% of gunshot deaths in the country come from mass shootings. Much bigger problem is handguns. WMNF can increase coverage of local politicians and their views on gun control. Who’s in bed with NRA and how? Legislation is introduced that no one wants, for example, guns on campus – open carry & concealed: no one at universities wants either one, police departments don’t want, but the NRA prevails. Perhaps WMNF can focus on a few key issues, like better background checks. And we need to be sensitive to progressive, liberal-thinkers who are also responsible gun owners.

7. Set next meeting date: Thursday, September 22, 2016 at 1:00 pm at the WMNF station.
8. Adjournment – Chair adjourns at 2:02 pm.

Submitted by:  
Laura Keane  
Chair  
Community Advisory Board