

WMNF ANNUAL REPORT TO THE CORPORATION FOR PUBLIC BROADCASTING 2015

Community Engagement

WMNF Community Conscious Radio 88.5 FM's goal is to engage our listeners, partners, educators and others through multiple channels. We use our niche shows to reach non-traditional public radio audiences. Our hip-hop shows have created broadcasts at sneaker expos, the Tampa Bay Black Heritage Festival, high schools and poetry conferences. Our gospel hip hop show, Thee Righteous Temple of Hip Hop, works closely with local community college interns, and reaches out to non-profits and for profits regularly. The Soul Party, one of our longstanding programs, visits incarcerated populations six times a year. These actions connect WMNF in a very legitimate way with African American and youth communities.

Other measurable ways of expanding community engagement are shown in greater volunteerism. More than 600 local community-based volunteers from the Tampa Bay area donated more than 60,000 hours to WMNF this past year. In terms of community engagement, WMNF's long-term goals are to continue conversations with groups in differing communities by both participating in events and by inviting the communities into the station; facilitating communication between on-air volunteers and community groups; and creating opportunities for members of different communities to come together to brainstorm on local issues and building coalitions. WMNF initiated "reach-out" opportunities. We have gone as a group to help other non-profits with their events, working with Tampa Bay Watch to clean up state parks; The Jack Kerouac Ride to promote literacy; organic community gardens and more. This allows individuals who are committed to WMNF to propose non-profit events which we can help, and those non-profits then promote WMNF to their members and groups.

WMNF has both an immediate and a long-range plan to grow the audience and maintain programming that reflects the demographics of our community. Other goals and objectives include growing and diversifying our revenue base; expanding community engagement; increasing our offering on our digital channels; increasing and deepening community partnerships; providing opportunities for training of volunteers and staff; and improving the tools for identifying community-based issues that can be translated into quality programming.

Our programming is delivered via an HD transmitter on four HD Channels to approximately 4.4 million residents of the greater Tampa/St Petersburg/Clearwater area. The signal extends south – providing coverage for Bradenton/Sarasota in the south and west to the Brandon/Lakeland market. The station also streams broadcast audio and live concerts from an in-house performance studio over the Internet, on the Tampa Bay Arts and Education Network, a Tampa Bay Area cable channel that broadcasts our Friday program The Live Music Showcase weekly and provides online audio of programs and news reports via an interactive website that also serves the community.

Emergency Service

WMNF plays an integral role in ensuring the safety and livelihood of local citizens during times of emergency. In fact, WMNF is critical part of the nation's Emergency Alert System (EAS), particularly for Tampa Bay residents. The EAS connects broadcast stations and cable systems to emergency response centers and is designed to get information out quickly in a state or national emergency. In addition, the

station is part of Florida Public Radio Emergency Network (FPREN) storm center that provides emergency communication services for the state in conjunction with the Florida Department of Emergency Management

Florida has been devastated by dozens of tropical storm systems since the 1950s - - the worst being Hurricane Andrew in 1992. The Category five hurricane was the most expensive natural disaster in U.S. history until Hurricane Katrina in 2005. A total of 65 major disaster declarations have been declared for Florida since 1953.

During times of emergency, WMNF reporters are out in the community and on the air, providing real-time, life-saving information, including damage reports, evacuation routes and shelter information. When warranted, our station currently airs 50-second Tropical Updates provided by FPREN several times each day. The updates discuss current and forecast tropical and significant weather activity impacting the Tampa Bay region.

In the future, we plan to air live updates regarding significant weather events. These could include, but are not limited to, tornado, flooding, freeze events, and other emergency updates . These are delivered directly from FPREN via automatic download through Dropbox, or retrieval through FTP/PRX.

Online/Web Assets and Other Community Connectors

The FPREN Storm Center is also providing copy/reports related to tropical or significant weather events to be read over the air, repurposed on member station websites, social media accounts, and delivered on other platforms. Delivery methods include automatic download through Dropbox, or retrieval through FTP/PRX.

The content management system (CMS) upon which WMNF's web platform is built has the flexibility to dedicate multiple pages to tips, other related information and guides for severe storms and hurricanes in our region. The site will include tips for creating a family disaster plan, preparing pets, evacuation routes and shelters, supply lists, hurricane phone numbers and other related links. The site will also include interviews with official from both National and regional Weather Service explaining in detail how to prepare for emergency situations. In the future we plan to post links to local county produced digital graphics that show flood probability as it varies with rainfall (inches) on wmnf.org.

WMNF also plays a role in forging local partnerships off the air and in the community. In the areas of non-profits, public media, and other institutions, WMNF community engagement has created ongoing relationships with Boyd Hill Nature Preserve; The Tampa Bay Black Heritage Festival; Sweetwater Organic Farm; Moffitt Cancer Center; Studio @ 620 (a community arts studio); Keep Saint Petersburg Local; Creative Clay (arts program working with people with disabilities); Florida Voices for Animals, and many more non-profits and community organizations.

Community Partners

We have partnerships with St. Petersburg College Music Industry Recording Arts program and work routinely with college students. We provide students internship, networking, engagement, volunteerism and other opportunities.

WMNF also trades underwriting spots with public television station WEDU as well as local community television channel Tampa Bay Arts and Education Network on a weekly basis.

WMNF initiated a new program, The New Sounds of the Left Coast. This was geared toward young musicians in Hillsborough and Pinellas counties. The program provided workshops on the business/promotion side of having a band; events in both counties; professional video and sound recording of some of the bands, and performances at WMNF's big events. It was geared toward local musicians aged 17-26. Approximately 60 bands participated. In addition one of the interns from St. Petersburg College's Music Industry Recording Arts Program, one of our partners, won an award for his recording of Acoustic Valley, a New Sounds band.

We again co-sponsored the Pasco Eco-Fest (Pasco County – the northern fringe of our coverage area), a three-day environmentally centered festival of music and presentations in November in New Port Richey. WMNF was the stage sponsor, and therefore was able to bring in some regional acts that increased attendance for the festival.

Serving Minority Communities:

WMNF once again held a day long Juneteenth Celebration at the station with an open house and free movie for the community.

WMNF has two programs, Latino 54 and Latin Jazz & Salsa, that are mixed language programs (Spanish).

WMNF has created a partnership with the Tampa Bay Black Heritage Festival, and has programmed and hosted the first few hours of their music stage weekend, presenting local talent performing blues, gospel, hip hop, drumming, dancing and other musical forms. The festival takes place every year on the weekend of Dr. Martin Luther King, Junior's birthday.

WMNF has had multiple concerts featuring musicians from all over the world including Os Mutantes, Capsula, Sri Rajib Karmaker, several groups at our Caribbean Cruise Festival, Sol Caribe, Amandala Tunesmith, Katchafire, and other musical acts.

WMNF participates every year in Disabilities Mentoring Day. We also have several autistic volunteers, for whom English is a second language, as regular volunteers. We work with a local organization that places these young men in community settings.

In terms of focusing on diversity, the WMNF Board has established a formal and ongoing goal to meet our community's needs. WMNF's Mission Statement drives the station's diverse content: WMNF is a listener-supported community radio station that celebrates cultural diversity and is committed to

equality, peace and economic justice. WMNF provides broadcasts and with a grassroots local emphasis that promote creative, musical, and political vitality.

In WMNF's workforce, the station has a long-established goal of staff, management and Board of Directors. The last two WMNF General Managers were African-American. WMNF posts its open positions in The Florida Sentinel, a newspaper that serves the Tampa Bay Area's African-American community, as well in Craig's List, a Web site open to all comers, and on various public media list serves. The same applies to all open positions in WMNF's workforce.

WMNF has a Board-chaired Diversity Committee, made up of Board, Staff and Volunteers. These are the Diversity Committees formal goals:

- Ensures that WMNF fairly represents the community that it serves.
- Promotes participation in station governance and functioning by persons of all ethnic, racial, religious and gender identities and sexual orientations, be this as staff members, volunteers, Nathan B. Stubblefield Board of Directors members, members or listeners, where those persons share the values represented in the WMNF Mission Statement.
- Identifies underrepresented community groups, and promotes participation by members of those groups through outreach and other means.

WMNF currently has three minorities in key roles on the station staff. WMNF also had a Latina as Board President in 2012 who has since returned as a Board Member.

WMNF has implemented an annual formal diversity training program for staff and Board of Directors.

CPB funding is absolutely crucial not only to WMNF's strength and capacity, but also to our ability to provide news and information, public service, community outreach and public engagement as well as our ability to create culture. This specific CPB grant pays for our national programming such as NPR, Pacifica and Associated Press, as well as part of the payment for tower rental. The CPB grant provides funding for access to AP's wire services, which provide local information related to weather events and weather emergencies. The funding partially provides for our enhanced EAS capability.

WMNF and CPB Funding

The CPB Community Service Grant is integral to our delivery of 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 "RadioActivity", our daily call-in show as well as "Midpoint", our noon news magazine to help deliver the most nuanced take possible on the biggest stories of the day. The news department also constantly relies on pieces and coverage from NPR and the Associated Press to keep our audience informed and up to date on stories that impact their lives.

Loss of CPB funding would severely impact the station's all-round performance. It would reduce our ability to provide local news coverage, it would impact significantly our fundraising capabilities because we could not afford development and event staff, and most importantly, it would reduce our capacity to serve and engage targeted local communities, it would drastically change the station.

Not having CPB funding would cause us to increase our reliance on a local community that in the economic downturn has lost jobs at a much faster rate than the national average. Many of our community engagement events and/or outreach would either be lost or cut back.

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 listeners, but also represent a major loss to our region.

CPB funding is critical for WMNF to be able pay for NPR, Pacifica, the AP, our tower rent and utilities and helps us maintain staff to provide critical services that enrich and engage with our community.