

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

January 21, 2010

CALL TO ORDER: Alex Herrera, the Chair of the CAB, called the meeting to order at 12:12 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Maria Ines Castro, Marcus Christian, Saby Chatterjea, George Early, Noreen Frye, Albert Jones, Alex Herrera, Betsy H. Kaplan, Blair Walker, Jeanne Westphal, Jackie Esco, David Berley, Ted Eldredge, Adrienne Kennedy, John LaBonia, Peter Maerz, and Bernadette Siy.

Members with excused absences: Jo Asmundsson, Karin Brown, Alan Greer, Patricia Maldonado, Michelle Simmons, Ron Levitt.

Absent members: Jimmy Morales, Gerardo Rodriguez-Menendez, Larry Smith, and Dr. Martin Karp.

INTRODUCTIONS: Chair Alex Herrera welcomed two new CAB members, Marcus Christian and George Early.

APPROVAL OF MINUTES: After an amendment by Ines Castro to add her name to the attendance list for the November 12, 2009 meeting, a motion was made and seconded to approve the minutes for that meeting. Members present accepted and approved the minutes as published.

RADIO PROGRAMMING: Peter Maerz reported on a new program on the radio schedule called *The Takeaway*. The program is broadcast live and has several interactive elements for listeners. The show airs Monday through Friday at 9:00 a.m., as the lead-in to the *Diane Rehm Show*. Peter also talked about the second season of *Jazz Roots* segments produced by Alicia Zuckeman in association with Larry Rosen, producer of the Jazz music series at the Arscht Center. He played a short clip featuring Jazz great Dave Brubeck.

Peter also talked about the special local and national programming addressing the earthquake in Haiti. He also mentioned carriage of the President's State of the Union Address on January 27 at 9:00 pm. This address will follow-up with a live call-in program at 11:00 pm.

TELEVISION PRODUCTIONS: Adrienne Kennedy introduced a new WLRN local production from the same producers of *Muhammad Ali: Made in Miami*. A 10-minute preview of the documentary *Nixon's The One – How Tricky Dick Stole the Sixties* was screened for the CAB members. Adrienne said that the program would have its premiere broadcast in May and would be ready for national distribution sometime in the fall.

GENERAL MANAGER'S REPORT: John LaBonia reported that WLRN-TV has once again received top honors at the 2009 NETA Awards for the documentary *All Shook Up: Miami's Glory Days of Music*. The program was recognized for outstanding program production in the historical category.

John also mentioned that WLRN-TV will be part of the national carriage of *Help Haiti Now*, the television fundraiser to help the earthquake victims. PBS is requesting a waiver from the FCC for broadcast of the program. The live show is a feed from MTV and is scheduled to be carried by all the major networks and most PBS stations. The program is scheduled for Friday, January 22, 2010 from 8:00-10:00 p.m.

John LaBonia informed the CAB members about a new television project in development at WLRN. The station is seeking funding to produce a documentary on the history of Treblinka, an extermination camp in wartime Nazi-occupied Poland. The program will show how the camp was used to enslave and murder 900,000 Jewish men, women and children. The station has already commissioned Holocaust historian, Dr. Michael Berenbaum, former Director of the United States Holocaust Memorial Museum in Washington, D.C., to write the treatment and a script. John invited CAB members to attend a meeting on Friday, February 5th to discuss the project. He will email an official invitation with more information.

NEW BUSINESS: Ted Eldredge informed members that the spring radio drive is scheduled for March 18-25. Since the last drive was very successful and CAB members enjoyed the experience of answering phones, he would like to book the group to volunteer for the upcoming drive. The CAB members agreed on Friday, March 19th as their date to man the phones.

Bernadette Siy reminded the CAB to contribute program ideas for WLRN's local TV and radio programs. Program survey forms were handed out at the last meeting and members are encouraged to submit suggestions for future segments.

The next CAB meeting is scheduled for March 11. The meeting adjourned at 1:30 PM.