

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

March 11, 2010

**CALL TO ORDER:** Maria Ines Castro, the Vice-Chair of the CAB, called the meeting to order at 12:15 PM.

**CAB Members, WLRN Staff and guests in attendance:** Susan Angulo, Jo Asmundsson, Maria Ines Castro, Saby Chatterjea, George Early, Frances Early, Betsy H. Kaplan, Gerardo Rodriguez-Menendez, Larry Smith, Alan Greer, Michelle Simmons, Lisa Bethune, Ted Eldredge, Adrienne Kennedy, and Bernadette Siy.

**Members with excused absences:** Marcus Christian, Noreen Frye, Albert Jones, Alex Herrera, Karin Brown, Patricia Maldonado, Jeanne Westphal, and Ron Levitt.

**Absent members:** Jimmy Morales, Blair Walker, and Dr. Martin Karp.

**INTRODUCTIONS:** All members, staff and guests in attendance were asked to introduce themselves for the record.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the January 21, 2010 meeting. Members present accepted and approved the minutes as published.

**NEW OUTREACH VIDEO:** Adrienne Kennedy introduced and screened a new WLRN station video highlighting the radio and TV stations, educational services, and how WLRN impacts the community. The 5-minute promotional video will be used for outreach presentations, underwriting solicitations and will also air on TV as a promotional image spot.

**READY TO LEARN OPEN HOUSE:** WLRN Ready To Learn Coordinator Lisa Bethune invited the CAB members to RTL's upcoming 4<sup>th</sup> Annual Open House on Thursday, April 22<sup>nd</sup> from 9:00a.m. to 1:00 p.m. The event coincides with Earth Day so most of the activities are "green" or conservation themed. RTL's community partners include the Miami-Dade County Health Department, MDCPS Parent Academy, ReThink & ReUse Inc., the City of Miami Police Department, Miami-Dade Solid Waste, South Florida Water Management District, and Fairchild Tropical Gardens.

Ines Castro mentioned that she missed participating at last year's event so she plans to attend this year with her therapy/companion dog. Lisa welcomed Ines' offer to volunteer.

Bernadette Siy added that RTL will be launching a new literacy campaign called the WLRN RTL Book Markers Club. For this pilot year, RTL is having 5,000 copies of a special edition of *Sid the Science Kid's The Trouble With Germs* printed with the WLRN logo on the cover. Free books will be distributed to several 1<sup>st</sup> grade classes in Miami-Dade and Broward schools and they will also be handed out at the RTL Open House and other community events.

**GENERAL MANAGER'S REPORT:** Bernadette presented the GM Report on behalf of John LaBonia. She stated that at the last CAB meeting, March 19<sup>th</sup> was selected as the day for CAB members to answer phones for the Radio pledge drive. However, certain changes have taken place since the last CAB meeting and Ted Eldredge reported that the radio drive no longer will

be using volunteers for taking pledges. The station will rely solely on an 800-call center. Two main reasons for the change are technical problems with the studio phone set-up and the cost for setting-up the phone bank which amounted to about \$40,000 annually. The radio drive is scheduled to run March 17-26 with a goal of \$800,000.

The Spring TV pledge drive is going better than expected. There are a several shows that turned out to be surprise pledge work horses such as John Gray's *Venus on Fire, Mars on Ice* and a documentary featuring Cuban music icon Beny More entitled *Al Barbaro del Ritmo*. Other top performers are *Stay Rich Forever with Ed Slott; Visions of Italy Southern Style;* and Dr. Amen's *Change Your Brain Change Your Body*. The TV goal for the Spring drive is \$180,000.

Bernadette Siy also reported that the Superintendent of Schools Alberto Carvalho is formalizing all partnerships with the School District to make his administration more transparent. John LaBonia is currently working with the School Board attorney on an operating agreement for the Friends of WLRN.

The February 5<sup>th</sup> funding meeting for the Treblinka documentary project was well attended. Special guest speaker was Holocaust expert Michael Berenbaum who has also been commissioned to work on the script for the documentary. The script should be ready sometime in June. Anyone with leads for potential funders should encourage them to contact John LaBonia.

**NEW BUSINESS:** Adrienne Kennedy handed out program descriptions for two new programs that WLRN-TV will be premiering in the coming months. *Hecho a Mano: Creativity in Exile* is the story of four Cuban artists and their early days in Cuban through their experiences in exile here in South Florida. This half-hour documentary is the work of *Muhammad Ali* producer Gaspar Gonzalez.

The second program is *Key West: Bohemia in the Tropics*, the story of Key West's transformation from a little island on the brink of bankruptcy to an artist Mecca, and now a booming tourist town. Producer is Tim Long who also produced *Escape to Dreamland*, the history of the Tamiami Trail that premiered on WLRN about two years ago.

Adrienne Kennedy reported that PBS' Antiques Roadshow will be taping new programs on Miami Beach this summer. Tickets for the show are being made available via a lottery on the Roadshow website. The station is assisting with promotions for the July 10<sup>th</sup> event by handing out flyers, a web posting and on-air promotions. The taped episodes will broadcast in the new season starting January 2011.

Adrienne also reported that two WLRN programs, *All in the Same Boat* and *Weird Florida*, received prestigious Telly Awards this year in the documentary and tourism categories respectively.

Ms. Kaplan invited the CAB members to the fundraising performance of *Rising Stars* for the New World School of the Arts at the Arscht Center showcasing NWS' talented students.

The next CAB meeting is scheduled for Thursday, May 13<sup>th</sup> at noon. The meeting adjourned at 12:55 PM.