

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 13, 2010

CALL TO ORDER: CAB Chair Alex Herrera called the meeting to order at 12:10 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jo Asmundsson, Saby Chatterjea, Marcus Christian, Noreen Frye, George Early, Alex Herrera, Betsy H. Kaplan, Jimmy Morales, Larry Smith, Alan Greer, Michelle Simmons, Blair Walker, and Denise Izquierdo (for Dr. Martin Karp), Buck Thornburg, David Berley, John LaBonia, Ted Eldredge, Adrienne Kennedy, and Bernadette Siy.

Members with excused absences: Maria Ines Castro, Gerardo Rodriguez-Menendez, Jeanne Westphal, and Ron Levitt.

Absent members: Karin Brown, Patricia Maldonado, Albert Jones,

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the March 11, 2010 meeting. Members present accepted and approved the minutes as published.

STATION REPORTS: Bernadette Siy stated that the 3rd quarter report for the radio and TV stations plus information regarding WLRN's community activities were sent out with the CAB agenda and meeting materials.

Over the summer, Ted Eldredge will be working on the year end report to the Superintendent. The CAB reports committee will have a draft for review prior to the submission.

READY TO LEARN OPEN HOUSE: Bernadette Siy reported that the 4th Annual RTL Open House that was held on Thursday, April 22nd was a success. She screened a short video for the CAB members. The clip showed the big turnout, 500+ visitors and children participating in various educational activities.

Ms. Siy also stated that RTL's new literacy campaign, the WLRN RTL Book Markers Kids Club, will be distributing free, special edition *Sid the Science Kid's The Trouble With Germs* books to 30 schools in Miami-Dade and Broward. Copies of the book were available for the CAB members to take home.

TV PRODUCTION UPDATE: Adrienne Kennedy screened a preview clip of WLRN-TV's latest local documentary *Key West: Bohemia in the Tropics*. Producer Tim Long also produced the highly acclaimed documentary on the Tamiami Trail which was presented on WLRN in 2008. His new program on the cultural/literary history of Key West is scheduled to premiere in November to coincide with the Miami Book Fair International. The documentary includes information about and interviews with renowned authors who are part of the Key West literary scene.

Adrienne also showed highlights from this season's locally produced TV weekly *ArtStreet*. She mentioned the challenges with producing a magazine style, 26-episode series entirely on remote. These programs have been well received by the community and staff has enjoyed producing segments in the field.

RADIO PROGRAM UPDATE: John LaBonia talked about the radio program from WNYC called *The Takeaway*. He said that WLRN has had mixed reviews from listeners regarding carriage of the show and would like feed back from the CAB. Jo Asmundsson said she did not like the change at first but has gotten used to it and prefers it over the second play of Morning Edition.

John said that Miami is a major market and the producers lobbied the station to carry the broadcast. Ted Eldredge mentioned that there was a drop in audience for *Morning Edition* at 9:00 am so the station took a chance on *The Takeaway*. Alex Herrera suggested that a decision with regards to replacing or retaining the program be delayed until CAB members do some homework and report back to station management. John LaBonia said the decision can wait another month or two. Ted will email the CAB to solicit their feedback on the show.

Ted also talked about the special limited radio series called *The Moth Radio Hour* airing Saturdays at 1pm and Sunday at 7pm. The shows are special because they are stories from ordinary people who talk about themselves in unedited form. The programs are truly unique and very compelling.

Ted also said that listenership for 91.3, based on the new Arbitron measurement system using electronic/people meters (PPM), is impressive. WLRN covers two separate radio markets: Miami-Ft. Lauderdale-Hollywood and the WPB-Boca Raton markets. Amongst the top thirty markets being measured electronically, WLRN is the 8th most listened to public radio station in the country. The station weekly cume (persons who tune in for at least 15 mins.) for both markets is close to 500,000.

John LaBonia informed the CAB about a new project WLRN launched in partnership with American Public Media and the Miami Herald called Public Insight Journalism. A staff person has been hired to build a social network of local experts in South Florida in specific areas such as healthcare, education, architecture, roofing, etc. The purpose would be to have a database for story information and to also develop news programming using the contacts. The sources will be indentified from the Hispanic, African American, Haitian, and other local communities. The project received a grant from the Knight Foundation and the partners, including WLRN, also contributed funds towards the project.

GENERAL MANAGER'S REPORT: John LaBonia said that funding from the State of Florida has not changed. He also said that new My Source station spots have just been completed with Alex Herrera and Al Jones as featured talent for this round of station promos. He also informed the CAB that WLRN will be starting the \$4.7 million build out of the M-DCPS ITV service, converting 384 school sites from analog to digital.

WLRN-TV received three Telly Awards for local TV productions *All in the Same Boat*, *Nature's Helping Hands*, and *Weird Florida*. WLRN radio received, for the first time, an Edward R. Murrow Award for a segment from *Under the Sun - Behind the Velvet Rope* produced by Kenny Malone.

John mentioned that he emailed an update on the status of the negotiations with the Friends operating agreement. He anticipates a resolution on the issue within 30 days. He also gave an update on the status of WXEL in Palm Beach saying that the radio station was sold to a

subsidiary of American Public Media for \$3.85 million. WLRN's 91.3 FM is now the only locally owned and operated public radio station in South Florida.

LaBonia also gave an update on the Treblinka documentary stating that Michael Berenbaum is finalizing the script which will then be used to raise production funds. At present, \$150k has been budgeted to get the project started.

CAB members were given WLRN station shirts with the new WKWM 91.5 FM Keys radio station logo.

NEW BUSINESS: Bernadette Siy mentioned that there are several CAB members with expiring terms over the summer – Alex Herrera, Albert Jones and Larry Smith. John LaBonia recommended extending their terms until November when new officers are elected. Bernie will be in touch with the Membership committee over the summer to go over new member applications.

The next CAB meeting that was scheduled for Thursday, September 9th at noon was re-scheduled to Thursday, September 16th.

The meeting adjourned at 1:25 PM.