

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

January 20, 2011

**CALL TO ORDER:** Vice Chair Jo Asmundsson called the meeting to order at 12:10 PM.

**CAB Members, WLRN Staff and guests in attendance:** Susan Angulo, Jo Asmundsson, Jeneissy Azcuy, Alex Berguiristain, George Braddock, Saby Chatterjea, Marcus Christian, George Early, Betsy H. Kaplan, Alan Greer, Jeanne Westphal, Blair Walker, Alex Herrera, John LaBonia, Adrienne Kennedy, Christina Scott, Peter Maerz, Bernadette Siy, Mia Laurenzo, David Berley, Alicia Zuckerman, Susan Shepherd, and Dan Grech.

**Members with excused absences:** Karin Brown, Maria Ines Castro, Noreen Frye, Patricia Maldonado, Ron Levitt, Michelle Simmons.

**Absent members:** Gerardo Rodriguez-Menendez, and Jimmy Morales.

John Labonia stated that Chair Ines Castro apologizes for her absence. She is out of the country and could not return in time for the meeting.

Vice Chair Jo Asmundsson started the meeting by having everyone present introduce themselves.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the November 18, 2010 meeting. Members present accepted and approved the minutes as published.

**OUTREACH UPDATE:** John LaBonia stated that he and CAB Chair Ines Castro would like to make community outreach a primary focus for the board. Bernadette said that the station is willing to tailor presentation topics to the needs or requests of organizations. WLRN staff is available to speak on station services or screen a local TV or radio programs and have producers speak about their work. Ms. Siy said that Jeanne Westphal arranged for a screening of WLRN's new documentary on MLK for the Miami Women's Club. Adrienne Kennedy stated that she attended a screening of *Stiltsville: Generations on the Flats* for the Miami/Coconut Grove Yacht Club. Organizations are also welcome to visit WLRN for a station tour.

**TELEVISION UPDATE:** Adrienne Kennedy screened clips from two new programs in WLRN's local production collection: *Hecho a Mano: Creativity in Exile*, recipient of the 2010 Ft. Lauderdale Film Festival award for best Florida documentary, and *Martin Luther King, Jr.: Footprints Through Florida* airing in January.

Adrienne reported that WLRN staff just returned from a NETA conference in Nashville where local production *All in the Same Boat*, a documentary about breast cancer survivors was awarded best informational documentary.

Bernadette Siy mentioned that WLRN also covered the annual MLK Parade which was a very challenging production this year due to quick production turnaround and inclement weather this year. She stated that CAB member Michelle Simmons has been the host of the parade for the past 4 or 5 years.

**RADIO UPDATE:** Peter Maerz talked about two new shows on the Saturday afternoon radio schedule-*Sez You* (quiz show) and *The State We're In*. He also said the station has been airing two limited series that have been very well received – *Radio Lab* and *The Moth*.

Peter stated that audience data collection has improved from diaries to personal people meters and radio now has data for Palm Beach that shows that WLRN is out performing WXEL, the primary radio station in that market. He believes the growth in audience is due to the local news coverage focus which is longer and more in-depth.

Dan Grech and Alicia Zuckerman spoke about WLRN/*Under the Sun's* Haiti earthquake coverage, special programming produced in partnership with The Miami Herald, and the success of a community event in Little Haiti. Radio segments were broadcast nationally on *All Things Considered*, *The Takeaway*, *Marketplace*, and *The World*. They listed the numerous awards *Under the Sun* has received in the last year including the Edward R. Murrow Award, several Sunshine State Awards, a Green Eye Shade Award, several AP Awards, and an award from The National Council of Crime and Delinquency. They distributed CDs with coverage of the Haiti earthquake including the hour-long special.

Dan Grech also talked about the LeBron James Poetry Contest that received national attention with coverage on NPR and the New Yorker magazine. The contest received 700 entries. All of the entrants were registered with the Public Insight Network public media database.

Dan and Alicia closed their presentation with a short clip from *Under the Sun's* Haiti coverage and the distribution of *Under the Sun* block.

**NEW BUSINESS:** Adrienne Kennedy announced that WLRN has launched a new look for the station website. Communications Manager Christina Scott gave a quick overview of how the look and navigation of the new site has changed with the addition of video clips and expanded social media opportunities.

Bernie Siy said that every year the school district requires that members of MDCPS Advisory Boards acknowledge receipt of the Certification of Compliance with Florida's Code of Ethics Form. She requested that members sign and submit the form before leaving the meeting.

John LaBonia gave a brief update on the Federal and State funding situations saying that there has been a lot of discussion regarding funding cuts for public broadcasting. At present, there has not been a final determination with regards to budget cuts. Jo Asmundsson asked if there was anything the CAB members could do. John said that he will let the board know if a public support campaign, through letters or phone calls, will be needed.

John also reported that the University of Miami is writing a paper on the business model for the WLRN/Miami Herald News. This News partnership model is innovative and unique, and could be used as a template for other similar partnerships around the country.

Next CAB meeting is scheduled for Thursday, March 10, 2011. The meeting adjourned at 1:25 PM.