

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

March 10, 2011

CALL TO ORDER:! Chair Maria Ines Castro called the meeting to order at 12:08 PM.

CAB Members, WLRN Staff and guests in attendance:, Jo Asmundsson, Jeneissy Azcuy, Alex Berguiristain, George Braddock, Marcus Christian, George Early, Maria Ines Castro, Noreen Frye, Betsy H. Kaplan, Michelle Simmons, Jeanne Westphal, Blair Walker, John LaBonia, Christina Scott, Bernadette Siy, Mia Laurenzo, David Berley, and Dan Grech.

Members with excused absences: Saby Chatterjea, Alan Greer, Ron Levitt.

Absent members: Susan Angulo, Patricia Maldonado, Gerardo Rodriguez-Menendez, and Jimmy Morales.

The Chair started the meeting by having everyone present introduce themselves.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the January 20, 2011 meeting. Members present accepted and approved the minutes as published.

OUTREACH UPDATE: Chair Ines Castro encouraged board members to find community organizations for CAB outreach presentations. Ms. Castro circulated a list of local organizations for board members to look through for future consideration. Bernadette added that members could also attend scheduled community presentations since CAB member presence is much appreciated. There was excellent turnout at the Miami Women's Club presentation. *MLK Footprints through Florida* producer Mia Laurenzo talked about her positive experiences speaking to local audiences about her documentary and WLRN. Mia has also made presentations at St. Thomas University, a Miami Dade Transit conference event; and a Sigma Gamma Rho sorority gathering. Coming up Ms. Laurenzo has presentations scheduled at FIU, the Miami Airport Rotary Club, and Florida Memorial University. The city of El Portal and Christopher Columbus High School have also screened the film.

RADIO UPDATE: Dan Grech stated that *Under the Sun* just received a national award for religious reporting. *Under the Sun*, along with WLRN/Miami Herald News, are finalists for several AP Florida awards including one for reporter of the year for Florida for Kenny Malone.

Dan also reported on WLRN/Miami Herald News' new collaborative effort with the St. Pete Times and WUSF in Tampa. The news organizations will be embarking on the most ambitious legislative coverage since the start of WLRN's radio/newspaper partnership.

Dan Grech added that *Under the Sun* is hosting a local event on Saturday, April 23 at the Miracle Theater in partnership with a group called Lip Service. This event will be broadcast as a live radio storytelling program. He invited CAB members to share the event information with the public and the *Under the Sun* team is looking for stories to present at the event. The theme is true life South Florida stories.

PROMOTIONS UPDATE: Communications manager Christina Scott reported on a new station initiative called the Green Zone. WLRN will be participating in several community events that focus on the environment. The television station will also be promoting an on-air “green” programming block in the station magazine. Ms. Scott also reported that the HealthyState.org statewide initiative is hosting a local event focusing on concussion injuries and WLRN is assisting with local promotions.

CPB DROPOUT PREVENTION GRANT: Bernadette Siy reported that WLRN submitted a grant application to the Corporation for Public Broadcasting (CPB) for a dropout awareness media HUB RFP in the amount of \$220,000. Partners in the grant include WXEL, M-DCPS, Broward County Public Schools, BECON-TV, the Palm Beach School District, and The Education Network (TEN). CPB will notify stations by the end of March.

NPR IMPACT OF GOVERNMENT PROJECT: John LaBonia said that WLRN and WUSF in Tampa is part of an NPR funded journalism project called Impact of Government. It is a collaborative effort encompassing seven other states. Florida’s focus will be on the reporting of education issues, policies and stories.

CERTIFICATE OF COMPLIANCE CODE OF ETHICS FORMS: Bernadette Siy reported that all the members received the required form either personally at the last two CAB meetings or through the mail. A majority of the members had already signed and submitted the forms.

GENERAL MANAGER’S REPORT: With regards to state funding, John stated that the Governor zeroed out funding for public broadcasting. Good news is that both the Florida House and Senate have allocated funding in their proposed budgets. John said he would like to form a CAB legislative committee to assist with lobbying efforts if needed.

John said that federal funding for the stations is good for the next two years, through 2013. He said that the incidents involving Juan Willaims, Vivian Schiller and Ron Schiller have left NPR without strong leadership. John stated that WLRN has distanced itself from recent decisions made by NPR and he has been quite vocal about WLRN’s position on the issues.

John reported that CAB board member Marcus Christian’s wife Valda Clark Christian is WLRN’s appointee to the Healthy State.Org Advisory Board.

John LaBonia reported that the Friends of WLRN executive director resigned a few months ago. Friends CFO Jorge Perez-Alvarez is serving as the interim. John outlined the selection process for the new CEO and listed the composition of the search committee which will include the Chair of the CAB.

Next CAB meeting is scheduled for Thursday, May 12, 2011. Ines Castro said she would be out of town. Bernadette said that we could explore rescheduling the meeting date. The meeting adjourned at 1:25 PM.